

AND NO HURRICANES		
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The Desert Sun

and PALM SPRINGS NEWS

Published
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2 Sections — 14 Pages

Palm Springs, California, Thursday, September 9, 1954

Single Copy 10c

Start Action in Abatement Proceedings

Prepare Notices in Sub-Standard Housing Cases

City of Palm Springs has started preparations for going ahead with abatement proceedings against sub-standard housing within the city limits which does not conform to state health and sanitation regulations.

City Attorney Jerry Bunker reported this week that notices are now being prepared for the initial homes with six or eight to be included in the first group.

CITY COUNCIL last fall delayed any action until after June 1, 1954, granting a six-month moratorium to permit voluntary compliance.

Abatement proceedings will continue for an indefinite period of time, Bunker said, until all sub-standard homes have been improved or razed.

Three separate notices are involved in the proceedings, with the first giving the owner of the land, 30 days, or the holder of a trust deed or mortgage 45 days in which to make improvements, or raze the buildings.

THE SECOND NOTICE sets a time and place at which the owner may appear before a three-man governing board to show cause why improvements should not be made, and the third gives the decision of the governing board.

This board has authority to order destruction of the building, if the structure is not brought up to health and sanitation standards, with the city given the power to destroy the building 30 days after the owner is notified of the board's decision.

Cost of destroying the building, if done by the city, will be paid by salvage of materials.

Speed Plans for MAGIC Session Here in October

Plans for the convention of Men's Apparel Guild of California scheduled for the last week in October are nearing the completion stage, according to Richard Maloney, executive manager of MAGIC.

LeRoy Prinz, the motion picture world's most renowned choreographer has been retained to stage the mammoth fashion show planned for Sunday evening around the Olympic swimming pool of El Mirador hotel, headquarters of the convention here.

Buyers representing America's foremost retail shops displaying men's casual wear are expected to converge upon Palm Springs from every corner of the nation and from Canada and other foreign countries.

The last convention held in Palm Springs, in 1948, attracted buyers from Australia, New Zealand, London, Norway and Sweden.

Name Mrs. Rodgers Registrar at Center

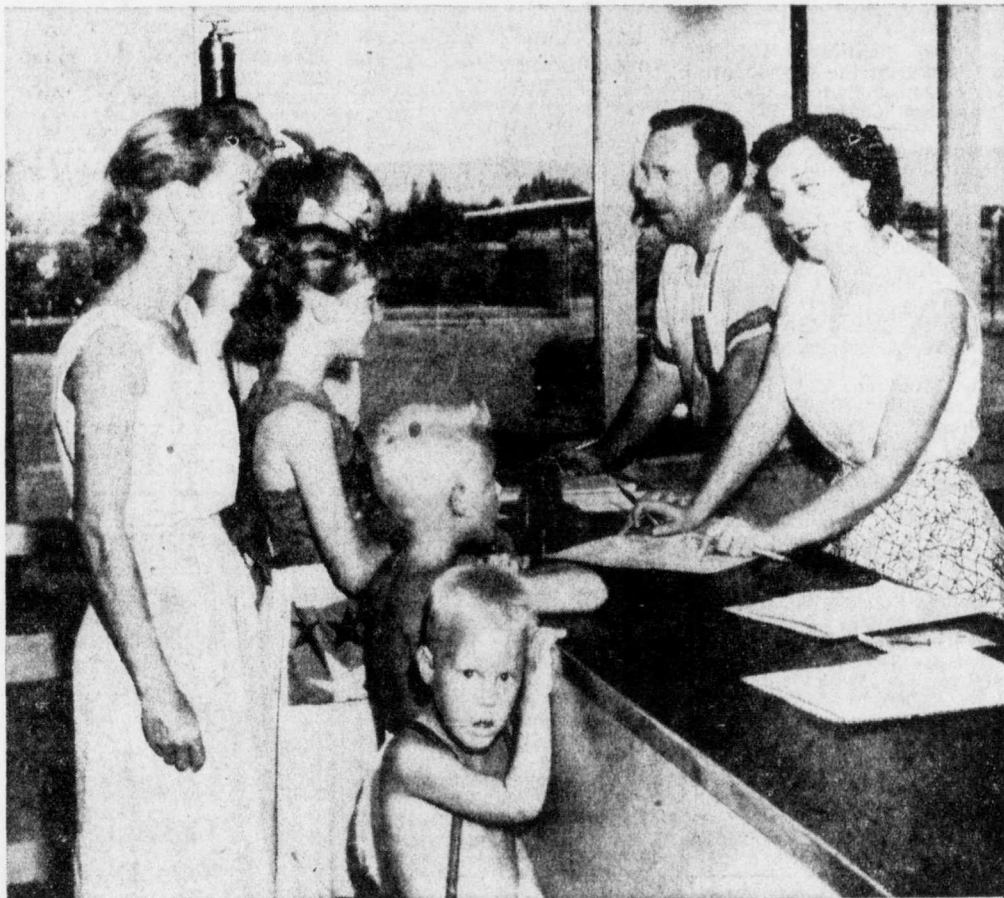
Mrs. Mary Rodgers has been named secretary and deputy registrar of vital statistics at the Palm Springs Health Center, 459 East Amado road, replacing Mrs. George Cox, who resigned.

Village Youths Set Record in Eight-Day Watchathon

Successfully completing eight days' continuous occupation of the Palm Springs Observation Post Sunday evening, Kent Werges, Lindsay Nielson and David Michel established a new national record for "Watchathons," topping those set by Brooklyn, New York and La Jolla, California.

The boys, still in high spirits at the close of the stint, expressed no wish except for a swim, and Walt Pagan, chief observer, saw to it that the long-awaited dip was speedily provided.

DURING THEIR EIGHT days' vigil, the boys sighted more than 500 airborne craft including planes, helicopters and weather balloons. They also reported two fires, pointing up the peaceable uses of the



(Desert Sun Photo)

FIRST STEP — Students in the Palm Springs Unified School district started classes Wednesday, with a full day's schedule. Registration was held the latter part of last week, and Principal Warren Linville and Secretary Wanda Richards are pictured in the process at Katherine Finchy school.

Resurfacing of Drive Set for Late Fall

Resurfacing of Palm Canyon drive, Highway 111, scheduled by the state Division of Highways, is now set for November or December, according to word received this week by Public Works Director John Keefe from District Highway Engineer C. V. Kane.

The announcement was the answer to an inquiry by Keefe as to when Palm Canyon drive would be made a two-lane street exclusively.

Kane pointed out that to date no funds have been allocated for this project, but that all preliminary surveys have been completed.

Under the contract award, no work would be permitted on weekends, Kane said. Week-day work would not interfere with traffic to a great extent, he added.

Too Warm? Villager Reports Cooler is Stolen

Theft of a cooler valued at \$375 from his home at the rear of 314 North Indian avenue was reported to police Friday by Richard Yemsel.

Entrance to the house was made by breaking the glass in the front door.

Holiday Visitor Suffers Wound

Harold S. Moncrieff of Burbank, visitor on the desert at B Bar ranch over the holiday weekend, suffered a gunshot wound inflicted accidentally when he was drawing a gun from his holster.

The bullet entered his leg. He was taken to Desert Hospital. The wound was reported as a "minor one."

GRAND JURY HEARING TO AFFECT DESERT AREA

Residents of the Palm Springs area and the entire eastern end of the county, comprising the bulk of the Fourth Supervisorial district, were mapping plans today to attend an important meeting at Riverside September 21 when the county grand jury will hold an open session to discuss all phases of county government.

County supervisors and other public officials will be questioned at the open jury hearing.

THIS IS THE FIRST time in the county's history that a grand jury hearing will be public, it is believed.

Public hearing by a grand jury is a rare occurrence, but Gabbert issued an order last week authorizing the jury to hold the open sessions when 17 of the 19 jurors present unanimously agreed to the proposal.

The investigation into the

operation of the various offices of the county and the board of supervisors has been brewing for several months. The decision to hold a public hearing came after two supervisors refused to voluntarily attend closed sessions.

GABBERT'S ORDER said the investigation is one "affecting the general welfare" and should be properly held in meeting open to the public. The law permits open sessions only when the superior court orders them.

Grand Jury Foreman Edgar McCoubrey, Riverside, advised that the jury plans to bring out into the open all the "work we have been doing the past three months."

Many matters of vital interest to the desert area are expected to be brought out. The area has long felt that it was not being given suitable representation in county affairs.

New Teachers at Palm Valley

Two new teachers have been added to the staff of Palm Valley School, private day school, for the 1954-55 school year, J. Blake Field, owner-director, announced this week. The fall term will start October 4.

Six teachers are returning, Field said, including Joseph P. Hoban, English instructor; Curry M. Love, mathematics and typing instructor; Robert W. Smart, who teaches science and mathematics; Mr. and Mrs. Harry Tomlinson, music teachers; and Brownell McGrew, art instructor.

NEW TEACHERS and their backgrounds are:

Russell D. Corder, who will teach languages, specializing in Spanish and French. A graduate of the University of Denver, Corder taught a number of years in the Denver public schools, then for five years was an instructor at the New Mexico Military Academy at Roswell, and last year completed requirements for his master's degree at Arizona State College at Tempe.

Mrs. Corinne Wilson, who will be teacher of the new fifth and sixth grades. A graduate of Valparaiso State College in Indiana, she taught 15 years at the Judson School for Boys at Phoenix, Arizona.

Mrs. C. W. Doty again will be in charge of study hall supervision.

SHORTLY AFTER the opening of school, it is anticipated that an instructor will be named for swimming and tennis classes, Field said.

Field is a graduate of Groton school and of Harvard university, with A.B. and M.A. degrees. He has had 27 years experience in teaching and directing private schools in Arizona and California. This is the third year that he has directed Palm Valley School.

Registration of students in Grades five through 12 may be made at any time up to the start of school, or after, for a period of one month or more.

Eight Qualify for Police Positions

Eight men qualified for the police eligibility list in the examinations completed last week, Police Chief John S. Davis announced this week.

Two men tied for the highest score in the written, oral and agility tests. They were: Ray Youngberg, who resigned as of September 1 as resident deputy sheriff at Cathedral City, and Sam DiGiovanni. Each had a score of 81.74.

Others who qualified were: James Youngberg, 80.69; Nicholas Maffi, Theodore Lotz, Phil Lange, Harold Rowland and Donald Abern.

It is expected that at least three appointments will be made the latter part of this month to bring the department up to its authorized strength.

Sen. Kuchel to Visit Village and Address Local Group

United States Senator Thomas Kuchel will make an overnight visit to Palm Springs Sunday, with a breakfast meeting with local Republican leaders and other civic officials scheduled for 8:30 a.m., Monday, at the Palm Springs Biltmore.

Senator Kuchel will address the group, and conduct a question-and-answer period during the breakfast session.

His visit here is part of a campaign trip throughout Riverside county, with a luncheon meeting scheduled at Indio, an afternoon meeting at 2:30 at Banning, and stops in Perris, Hemet and Riverside.

Arrangements for the county visit are being made by John Babbage, with Attorney Warren Slaughter, vice president of the Riverside County Republican Assembly, in charge of local arrangements.

Mrs. Kuchel will accompany her husband on his visit to county cities.

1,479 Enrolled Here on Opening Day of School

Biggest Gain Registered at High School

First Day Shows Increase of 66 Over Last Year

First day attendance at Palm Springs Unified School District schools Wednesday fell slightly short of the anticipated 1,500 students, but still was 66 ahead of the first day's mark of 1,417 last year, Dr. Arthur G. Hoff, schools superintendent, reported.

The total is 1,479, with one of the largest increases shown at the high school, where 380 students started classes Wednesday. Attendance at all schools is expected to show an increase by the end of this week.

Several of the schools showed losses, due to transferring of students to other schools.

Peak enrollment during the 1953-54 school year was 1,855 in February, and it is predicted from first day registration that it will exceed the 1,950 mark this year.

ELEVEN YEARS AGO, the total enrollment was approximately 300.

By schools, first day enrollment comparisons were:	1954	1953
High school	380	348
Cahuilla	183	248
Cathedral City	145	147
Desert Hot Springs	87	84
Frances Stevens	150	299
Nellie Coffman	230	190
Katherine Finchy	294	174
Thousand Palms	10	19

Council Session Next Tuesday

City council will hold its next regular meeting at 3:30 p.m., Tuesday, September 14, in the council chambers at the city offices.

This is the final month for afternoon meetings, with evening sessions to be started in October.

Among the items to be discussed Tuesday will be a resolution of intention for paving Via Miraleste, by Desert Hospital, under the 1911 Improvement Act.

Mattress?

Fitz Could Use One Right Now

Anyone with a spare mattress?

Eddie Fitzgerald, long a familiar figure on Village streets needs a new one and friends have requested some Village aid.

"Just leave it on the porch of the Boy Scout house and I'll know it's for me," he said.

Sen. Kuchel to Visit Village and Address Local Group



U.S. SENATOR — Thomas Kuchel, United States senator, who will be in Village Sunday and address local group Monday.

Sun Resumes Semi-Weekly Publication Next Monday

With the issue of next Monday, September 13, The Desert Sun will resume publication on a twice-a-week basis.

The Sun will be in the mails and on the newsstands each Monday and Thursday morning.

The same deadlines as heretofore will prevail. Classified advertising copy must be in The Sun office by 5 p.m. Friday for the Monday issue and by 5 p.m. Tuesday for the Thursday issue.

Similar deadlines prevail for display advertising copy.

REICH HAS CLOSE CALL TRAPPED IN ICE BOX

Herman Reich, owner of the Village Market, opened the door of the new deep-freeze where frozen vegetables are stored and closed the door behind him to keep the intense cold from dissipating into the hot desert air.

It is a new deep freeze, recently installed. The thermometer inside registered 32 degrees below freezing. It was working efficiently.

Reich, his errand accomplished, returned to the door, grasped the inside handle which works exactly as its counterpart on the outside and pushed down.

It came off in his hand. Reich was locked in. Trapped in the sound-proof icebox. No one in the market knew he had entered the icebox. It was useless to shout for help.

Reich, who recounted his experience to Jack Freeman, president of the Desert Provision company said:

"I was a bit frantic, you might say. Using the heavy iron handle I began to hammer away at the door. Fifteen or twenty minutes later, my hands numb by that time, I was able to knock a small hole in the door just big enough to permit my hand to reach through. The jagged edges of the wood cut into my hand. I began to shout for help. Joe Peabody, a market employee, happened to walk by and heard me. I was mighty lucky to get out."

Reich's hand had to be treated by a physician for the deep cuts.

No Opposition Appears for Proposed New Cemetery

Opposition to the proposed purchase of a new cemetery site was conspicuous by its absence at the public hearing held by the Palm Springs Cemetery District board Tuesday evening in the city council chambers.

Only 11 persons were present at the hearing, and all expressed approval with the district's plan to purchase 60 acres of land located at the northwest corner of Ramon road and Devall drive, for development as a future cemetery site.

OPPOSITION had been expected, as it had been experienced at the public hearings held by the county planning commission and county supervisors.

The meeting was conducted by John Kline, and details of the proposed purchase were given by Warren Slaughter, attorney for the district. Besides facts cited by Slaughter, preliminary drawings of the proposed development, and pictures of the site, along with one of 10 acres of land now owned by the district, were shown to those present.

ACTION ON THE PURCHASE is expected to be taken at the next regular meeting of the District board on Tuesday, September 14, according to W. R. Hillery, board member.

Hillery also pointed out that the purchase may make it possible for the district to favorably consider future applications from Desert Hot Springs and other outlying areas for admittance to the district.

SLAUGHTER SAID that the purchase price will be \$500 an acre, to be paid over a five-year period. This will make the purchase possible without an increase in the tax rate, or through a bond issue, he explained.

William P. Leonasio, district secretary, told of the need for a new site, pointing out that approximately 100 burial spaces

PALM TREE DAMAGED A cigarette thrown at the base of a palm tree at 196 North Palm Canyon drive started a fire at about 3:30 p.m. Sunday, firemen from Station No. 1 reported.

Inside of the Sun

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Social News	1, 2, 3b
Sports	7a
This Side of the Sun	4a

Conventions this Year to Set Record

Million and Half Dollar Business Seen for Village

Early bookings, a record for the date, assure Palm Springs of an inpouring of nearly a million and a half convention dollars during the new season, according to Miss Roberta Nye, convention manager of the Palm Springs Chamber of Commerce.

Hotels, retailers, restaurants, and other businesses will share in the business brought in by 36 conventions which are presently scheduled plus a probable ten additional major gatherings and perhaps twice that number smaller ones. Many organizations have not yet placed their spring meetings definitely.

TWO POINTS in the convention picture are particularly noteworthy, according to Miss Nye. First, that the early winter months of December and January have increased markedly in bookings over previous years. This was found feasible largely because of an occupancy survey conducted last year by the Chamber's Hotel Division. This survey showed exactly when conventions of various sizes were most needed by the hotels.

Secondly, Miss Nye pointed to the many recent instances of the effects of long-range selling. Some of the conventions which have been obtained were first contacted as much as four to five years ago.

SHE CALLED ATTENTION, too, to the particularly high average type of convention — with almost everyone representing community leadership which should pay off for Palm Springs many fold in the future. One of the principal reasons for the upswing in pre-season booking activity, Miss Nye said, is increased activity and even closer co-operation on the part

See RECORD, Page 4a

Registration

Today Last Day to Get on List

Today, Thursday, is the final day for voters to register or transfer their registration for the general election November 2. County Clerk G. A. Pequegnat warns.

In the local area, registrars at the city offices will not be available today because of its being Admission Day, a legal holiday.

Outside of the city offices, Marjorie L. Hyde is registrar at 290 North Palm Canyon drive.

Other registrars available in the area are:

Cabazon, Melvin Hanson and Edmond Romberg; Cathedral City, Paul W. and Mildred L. Clark, 68-762 Broadway; Garnet, Mrs. Ruth M. Haidet, 41 Pierson avenue, Desert Hot Springs; Palm Desert, Elizabeth M. Hollenbeck, 73760 Rancho road; Thousand Palms, Dewey D. Wallace.

St. Theresa's School to Start Classes Next Monday

St. Theresa's Catholic school will start classes Monday, September 13, at 8:55 a.m., with an enrollment of 250 expected.

Of this total, 45 are new registrations. Registrations for the school year will be taken again this Friday, September 10, at the school.

The ninth grade has been added this fall, with a new classroom having been constructed this summer.

SISTER MARY LUCIA is the new principal, and new faculty members are: Sister Marie DeLourdes, grade one; Miss Joanne Droste, grade two; Sister Julie, grades three and four; Sister Patricia Marie, grades five and six; Michael Milling, grade nine. Returning is Sister Francis Cabrini, grade seven

teacher.

Milling, a graduate of Loyola university, will teach algebra, social studies and speech, besides serving as gymnasium instructor for boys in grades seven through nine. Father Leo Ryan will teach ninth grade Latin and religion, and Sister Mary Lucia, besides teaching the eighth grade class, will be in charge of ninth grade English and glee club.

MRS. RITTER will be instructor of the kindergarten class.

The bus schedule will be changed slightly, with complete information available at the school. All faculty members are attending a teachers' institute in San Diego Wednesday and Thursday.

N. K. MacDonald to Head Kiwanis for 1955 Term

Norman K. MacDonald, currently serving as vice president of the Palm Springs Kiwanis Club, has been nominated for the post of president for the 1955 term.

Other nominations made by the Kiwanis nominating committee are:

Ed Kenyon, vice president; William S. Ford, secretary-treasurer; the Rev. Wm. A. Blanton, Robson Chambers, Donald Graham, Tom Holland, Ray Lusby, Bill Maltby and Saul Ruskin, directors.

Gerald H. Mitchell is president of the club this year.

KEEP COOL Fox Theatre Banning

PHONE 3714
Open Even. — 6:45
Sat. & Sun. cont. from 1:45
COOLED
BY REFRIGERATION

Wed., Thurs., Fri., Sat.
September 8-9-10-11

TONY CURTIS
JANET LEIGH
"THE BLACK SHIELD
of FALWORTH"
in Cinemascope
Adults, \$1.00 — Juniors, 74c
Child, 25c
"PRIDE OF THE
BLUE GRASS"

Sun., Mon., Tues.
September 12-13-14

REX HARRISON
VIRGINIA MAYO
"KING RICHARD &
THE CRUSADERS"
in Cinemascope
Adults, \$1.00 — Juniors, 74c
Child, 25c
"THE BOWERY BOYS in
"THE PARIS
PLAYBOYS"

Wed., Thurs., Fri., Sat.
September 15-16-17-18

MARLO BRANDO
EVE MARIE SAINT
"ON THE
WATERFRONT"
DAN DURYEA
GENE LOCKHART
"WORLD FOR
RANSOM"

—Coming—
"HIGH AND MIGHTY"
"DUAL IN THE SUN"
"THE EGYPTIAN"

SUNAIR

DRIVE-IN THEATRE
SHOW STARTS AT DUSK
—COME EARLY—

NOTICE!
The construction of our
NEW WIDE SCREEN
will not interrupt
our current showings.

Last Day—Thurs., Sept. 9

"Forever Amber"
CORNEL WILDE
LINDA DARNELL

—and—
"Fallen Angel"
ALICE FAYE
DANA ANDREWS

Fri.-Sat. Sept. 10-11

...and then she
whispered,
"KILL HIM!"

Pushover
A STORY OF TEMPTATION...

FRED McMURRAY - PHIL CAREY
KIM NOVAK with DOROTHY MALONE

—and—
HE NEVER
DREW FIRST

—And He
Never
Shot Second!

THE
LAW vs.
BILLY THE KID

SCOTT BRADY - BETTA ST. JOHN

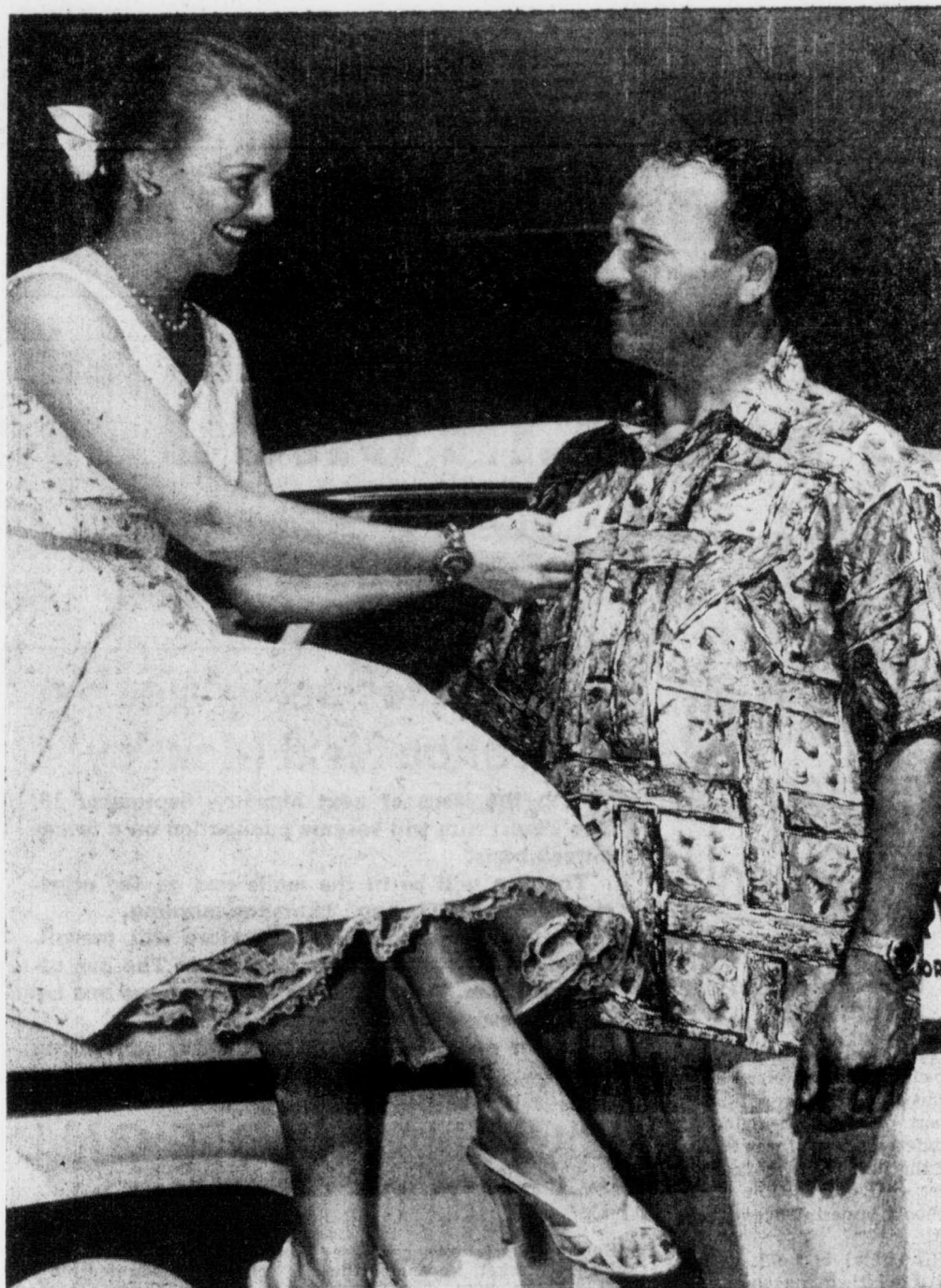
Sun. - Mon. - Tues.
September 12-13-14

"The QUIET
MAN"

JOHN WAYNE
MAUREN O'HARA

—and—
"Indian Uprising"

in Color
GEO. MONTGOMERY



GREETER — Courtesy Week has been set for October 11 through October 16 by the Chamber of Commerce to enable all the business people, townspeople and tourists to get acquainted. By way of greeting a new resident, Skip Lawson of the Chamber of Commerce pins a Courtesy Week badge on Prince Alexis Romanoff. The prince, a polo enthusiast, has brought one of his several Palomino horses with him in the hope of playing some polo in this area. Prince Romanoff, formerly of New York and San Fernando Valley, intends to make his home here.

Scout Board to Meet Saturday

William O. Mackey, acting president of the Riverside County Council, Boy Scouts of America, today announced that the next executive board meeting of the county group will be held next Saturday afternoon, at Camp Emerson, Idyllwild.

Board members and their families will have a "picnic" dinner at 5 p.m. and a business meeting will be held from 6:30 to 8:30 p.m. Many of them will stay overnight in the camp facilities.

The camping and activities and health and safety committees will make a tour and inspection of the camp in the afternoon.

This meeting will serve as a welcoming reception for Lorin B. Hunsaker, new Riverside-Arlington District Scout Executive and his family.

Mrs. Lyons Gaining After Operation

Mrs. Dave Lyons, wife of the owner of Saddle and Siroin, was rushed to St. Johns hospital in Los Angeles Monday where she underwent an emergency appendectomy.

Mrs. Lyons, whose third child is expected within sixty days, is reported in good condition.

BOARD OF TRADE MAPS PROMOTION CAMPAIGN

More tourists for the county's resort areas and more industries for the urban areas, is the objective of a new campaign to be pressed by the county board of trade, it was announced last week at Riverside.

The board will go after the tourist trade with improved brochures and maps and advertising and seek more industries with a wealth of statistical material.

County supervisors have approved a budget of \$40,000 for the program.

Among the five directors of the board of trade delegated to lay down the policies for spending the money to carry out the project is Earl Coffman of Palm Springs. C. B. O'Neill, business manager of the University of California at Riverside, is chairman of the directors.

The program to promote tourist trade for the county includes fresh and improved publications of its existing brochures, and also a new brochure, which will put special emphasis on the county's recreational attractions.

A new map of the county, No. 10, existing map comes very close to meeting the needs of a tourist.

The board will help supervisors and the state legislature to establish roadside rest spots

along the county's major highways.

It will also promote the roadside clean-up campaign.

At a meeting at Elsinore Thursday Manager George Gerwing of the trade board said that individual chambers of the county were not cooperating as well as they could in producing material for the new brochure.

Only half of the chambers have sent in reports on the board's community survey, President O'Neill of the board said.

Fire Does \$1200 Damage in Home

Damage estimated at approximately \$1,200 was caused to furnishings in a second-floor bedroom at the S. K. Schiff home, 421 Santa Rosa drive, by fire at 5:25 p.m., Saturday, firemen from Station No. 1 reported.

The blaze was caused by a short in a floor lamp electric cord, which set a fire in a rug. The fire was confined to the bedroom.

\$750 Damage in Auto Accident

Damage estimated at \$750 was caused when a car driven by Lawrence E. Purnell, 19, 566 Calle Santa Rosa, struck the parked car of Osborne Acord, 175 North Indian avenue, at 3:18 a.m., Friday, on Indian avenue.

Purnell, who was traveling south on Indian avenue, was cited for driving without due caution.

Damage to Purnell's car was estimated at \$500, and to Acord's \$250.

Building Activity in Palm Springs Continues Brisk

Building continued its brisk pace in Palm Springs during the past week with two dwellings, two swimming pools, a \$13,000 apartment house and a \$17,000 recreation hall at Sahara Park, a new large trailer park, featuring the activity.

Permits, totalling \$104,000, were issued by the city department of buildings to:

Margaret Conley, 777 San Lorenzo, William Foster, apartments, \$13,000.

Mrs. Ray Gilliland, 475 Vereda Norte, Joe Pawling, addition, \$1,000.

H. Haimowitz, 641 North Palm Canyon, addition, \$1,500.

R. S. Howard, 375 Via Lola, Hoams Construction, swimming pool, \$4,000.

Wendell Martin, 320 Camino Norte, W. A. Foster, addition, \$2,000.

Joe Pawling, 230 Lilliana drive, dwelling, \$27,000.

Sahara Park Corporation, 1955 Camino Real, swimming pool, \$7,000.

Sahara Park Corporation, 1955 Camino Real, recreation hall, \$17,000.

L. A. Sheklow, 676 Plaza Amigo, J. Ramsey, addition, \$4,000.

Edward Small, 476 Via Lola, C. Chamberlain, addition, \$3,000.

George Strebe, 1032 North Palm Canyon, W. A. Foster, addition, \$8,000.

R. Tomlinson, 266 Cerritos drive, Frederickson, dwelling, \$17,000.

One permit in the local area was issued by the county building department to W. T. Carpenter of Palm Desert for a porch to cost \$650.

Inaugurate New Through Pullman to Washington

Establishment of coast-to-coast Pullman service between Los Angeles and Washington, D.C. via New Orleans, which began last Saturday, was announced here today by George B. Hanson, passenger traffic manager for Southern Pacific Company.

The Washington car will leave Los Angeles each evening on the Sunset Limited streamliner, departing New Orleans the second evening on The Crescent over connecting lines for the national capital.

"This new service will provide the first through Pullman to and from the national capital via the romantic South, giving passengers several hours in New Orleans for entertainment and a famous Creole dinner," the announcement stated.

Westbound, the through Pullman from Washington was inaugurated by The Crescent on Sunday, August 29.

Effort to Dodge One Accident is Cause of Another

An effort to avoid an accident caused a collision between vehicles driven by Agnes T. Wilbor, 64, Cathedral City, and Al E. Hoover, 63, 111 North Calle Encelia, at 4:32 p.m., Saturday, on North Palm Canyon drive near Racquet Club road, police reported.

Mrs. Wilbor, traveling south, swerved into the opposite lane of traffic to avoid a collision with a car turning in front of her vehicle, causing the mishap, officers said. Her car skidded, and overturned on its side.

Damage to Mrs. Wilbor's car was estimated at \$300, and to Hoover's \$50.

WALLET IS LOST

Loss of a wallet containing about \$80 in cash was reported to police Sunday morning by Alma Wilson, 566 Calle Ajo.

Wilson, who was driving without due caution.

Damage to Purnell's car was estimated at \$500, and to Acord's \$250.



HEADS LIONS — Monroe L. Nute of Kenneth Square, Pennsylvania, has been elected international president of Lions International. Lions International, with more than a half million members in 11,000 clubs in 58 countries and geographical locations, is the world's largest service club organization.

'Conky' to Show 'Never Too Old' on TV Program

Arthur Bliss Conkwright, better known as "Conky", will be honored on Wednesday evening, September 15.

He was notified this week that he has been nominated for the gold cup award on Harry Koplan's KNXT television show, "You're Never Too Old." He will be featured on the September 15, 10 p.m., Channel 2 show.

The show honors persons over 60 for exceptional achievement as senior citizens.

Dr. and Mrs. C. E. Smith and their two children Victoria and Kenneth returned this past week after a month's trip in northern California, where they visited in Berkeley and Redwood City.

The Desert Sun—2nd and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 9, 1954

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and
PALM SPRINGS NEWS
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State Jaycees Join in Drive to Reduce High Traffic Toll

Palm Springs Junior Chamber of Commerce have joined with other California Junior chambers to make the California Safety Council's Traffic Safety Crusade their major project for the year.

President R. F. Leheny, president of the council, said that the state Jaycee organization had voted to join wholeheartedly in the Crusade which is designed to reduce California's traffic toll by at least 20 percent.

The Junior chambers promised to have each member obtain at least 100 pledges. Total state membership in the organization is placed at 10,000, thus their support of the Traffic Safety Crusade will result in more than a million signed Safety Pledges, Leheny said.

The Safety Pledge, the spearhead of the Crusade, is a promise by the motorist to familiarize himself with the traffic laws, keep his vehicle in safe driving condition and drive courteously.

According to Leheny, failure to observe one or more of these three points is the principal cause of 90 percent of all traffic accidents.

Ken Ullis, president of the Van Nuys chamber of commerce was elected state chairman to direct Junior chamber activities in the Safety Crusade.



2 AWOL Marines Arrested in Village

A routine check by police of two hitchhikers on Palm Canyon drive led to the discovery of two AWOL Marines at 1:15 a.m., Monday.

The Marines were turned over to two military policemen on duty in the Village.

Announcing . . .

the opening of the Dental offices of

James W. Scott, D.D.S.

in the Oasis Building
121 South Palm Canyon Drive
Suite 218 Phone 3544

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A LOW BOW . . . TO OUR TEACHERS

Yesterday, as each year, Palm Springs sent its children to their teachers — to have and to mold.

Today, we parents breathe easily, secure in the knowledge that our young ones are in capable hands. The guidance they will receive throughout these important formative years will remain with them throughout maturity and adulthood.

For this — the infinite care and understanding entailed in making useful, intelligent citizens of our children — we humbly and sincerely thank our school teachers.



Friendliest Store in Town

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Star of Stage, Screen and TV

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JIMMIE HASKELL
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The Thundering Saga of an Outlaw Knight
TONY CURTIS JANET LEIGH

"THE BLACK SHIELD
of FALWORTH"
in CINEMASCOPE

Sunday, Monday September 12-13

JAN STERLING NEVILLE BRAND

"Return from the Sea"

— and —
JOANNE DRU ROD CAMERON

"Southwest Passage"

in PATHE COLOR



REFRIGERATED
AIR CONDITIONING

Attorneys Hear Plans for Court Improvements

Superior Court Judge Hilton McCabe outlined proposed improvements to be made at his court in Indio, to members of the Desert Bar Association at a luncheon meeting held Friday noon at San Souci in Indio.

The improvements, recently authorized by the county supervisors, will cost \$12,000, and will include enlargement of the law library.

The Bar Association members supported all proposed changes as presented by Judge McCabe.

In other action, the association accepted with regret the resignation of Rex Hardy of Palm Springs as a director, and elected Saul Ruskin, also of the Village, to succeed him.

President Warren Slaughter presided at the meeting. Others present were: Judge Eugene Theriault and David McGahey of Palm Springs; Wallace Rouse, Alex Staples, Fred Woolpert, Gordon Cologne and Dick Marsh of Indio.

Series Ducats Top Prizes for Thrifty Contest

With World Series time drawing near, Thrifty Drug Store customers are hoping to win the big first prize in the current September Blue Ribbon Prize contest. The winner and his guest will fly to the World Series on TWA, stay in fine hotels in the World Series cities, and see the World Series from choice seats. The entire round trip will be expense-free for the lucky Thrifty winner.

Three RCA Estate gas ranges are also included in the Silver Jubilee prizes at Thrifty Drug Stores. These deluxe ranges feature a Bar-B-Kewer oven, covered Grid-all, and complete automatic cooking.

The next three Thrifty Drug Store prize winners will receive Speed Queen automatic washers. One of the most compact automatic washers on the market, the Speed Queen rinses dirt and sediment from the machine continuously during the operating cycle.

A 21" Sylvania television set will go to the winner of the 8th Blue Ribbon Prize at Thrifty Drug Stores. For clarity of picture, ease of operation, and dependability, the Sylvania is one of the finest sets made.

Sportsman will enjoy the next five September prizes. Seven power, 35 mm. Bushnell Binoculars, triple tested for customer satisfaction, are ideal for hunters, sports fans, and outdoorsmen.

Topping off the list of Blue Ribbon Prizes are three Crosley radios and fifty Golden Eagle gasoline gift certificates. A total of 67 prizes are included in the September array of prizes at Thrifty Drug Stores.

Every Thrifty Drug Store clerk has details of the exciting contest. There is nothing to write but your name, no gimmicks or slogans, in Thrifty's September contest. Customers may enter as many times as they want, increasing their chances to win one of the big prizes.

Watch, Valued at \$800, is Stolen

Theft of her watch valued at \$800 was reported to police Thursday by Lorene McGlamary, 150 North El Segundo.

The watch had 13 diamonds on the face, and seven additional diamonds on the platinum band.

LOSES TRADEMARKS

Loss of two of his trademarks, a 150-year-old Indian war bonnet, and a badge with the inscription "Dame Warden," was reported to police Tuesday by Arthur Bliss "Conky" Conkright.

He Knows Why Skywatch is All Important Duty

Lindsey Nielson, one of four youths who conducted a week-long Air Defense Watchathon last week, had a very personal reason for giving up a valuable week of his summer vacation.

The 13-year-old youth spent three years in a Japanese prison camp in the Philippine Islands during World War II.

He doesn't remember very

many experiences in Santo Thomas prison camp, as he was only two when sent there, but frequent reference to the book, "Tally Ho," written by his mother, Mrs. Annette Nielson, has served as a reminder of "what can happen."

"The Japanese came by surprise at the start," Lindsey recalls. "Our home was the only

direct hit of the first raid."

This information he gained from his mother and her book, and it has made him very conscious of advance precaution.

"I'm glad the United States is taking its Sky Watch program so seriously," he said, pointing out that "with the planes of today and the A-bomb and H-bomb, it has to be taken seriously."

His mother will become a regular Sky Watcher too in the very near future.

Lindsey, and the other boys, Kent Werges, Tom Barry and

David Michael, set a new national record with their Watchathon but, commented the youth who experienced the deprivations of war:

"If everyone would have had a taste of war, we wouldn't have had to do the Watchathon. Volunteers would more than fill the Sky Watch roster."

The Desert Sun—3rd
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 9, 1954

Hub Caps

Open Season is Apparently Here
The Village's hub cap thief, who returned from vacation two

weeks ago with a theft of four, on Thursday added two more to his collection from the car of George A. Gallagher, 574 Warm Sands drive.

The hub caps, valued at \$10, were taken between midnight and 8 a.m.

Morrison Sewage Disposal

CESSPOOLS, SEPTIC TANKS, SUMPS and GREASE TRAPS — CLEANING —

24 HOUR SERVICE

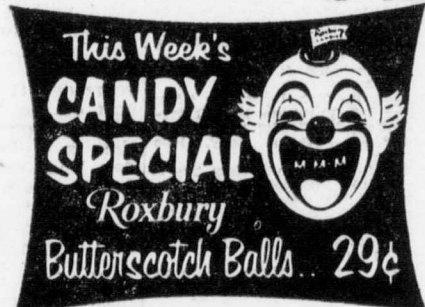
PHONE 8-3613

SAFEWAY

Savings add up fast when you shop at SAFEWAY!

All through the year thousands of Southern Californians save money at Safeway where low everyday shelf prices quickly add up to substantial food bill savings. Prices like those in this ad help budget-conscious folks get ahead faster . . . have more dollars out of income for other needs! You can begin saving money this weekend . . . at Safeway!

CHERUB EVAPORATED MILK	Fortified with added Vitamin D.	10¢
GRANULATED SUGAR	Fine Table 5-lb. bag	45¢
	10-lb. bag	89¢
BREAST O' CHICKEN CHUNK TUNA	Light Meat 6 1/2-oz. can	29¢
LIBBY'S FRUIT COCKTAIL	Choice Tidbits. In Heavy Syrup. 30-oz. can	29¢
KITCHEN KRAFT FLOUR	Enriched, All-Purpose. 10-lb. bag	79¢
MILD CHEDDAR CHEESE	OREGON Pre-cut, Pre-wrapped. per lb.	43¢
TOMATO JUICE	Libby's or 18-oz. can	10¢
	Sunny Dawn. 46-oz. can	22¢
PEANUT BUTTER	Beverly Brand Chunk or 12-oz. jar	32¢
	20-oz. jar	49¢
LUNCH BOX	Sandwich Spread. Fancy Quality. quart jar	63¢
HEINZ KETCHUP	Lends Zest to Foods. 14-oz. bottle	20¢
CHUNK TUNA	Torpedo Brand. 6-oz. can	25¢
BISCUIT MIX	Fleetmix Brand. 40-oz. pkg.	35¢
PANCAKE FLOUR	Pillsbury Brand. 40-oz. pkg.	31¢
	(20-oz. pkg., 17¢.)	
SODA CRACKERS	Busy Baker 7-oz. pkg.	15¢
	1-lb. pkg.	23¢
DETERGENT	All Brand. 24-oz. pkg.	38¢
	10-lb. pkg.	2.37
	(PLUS TAX)	



COFFEE VALUE

Edwards Instant Coffee. The larger the jar, the more you save! Rich, Satisfying and Economical. A 100% Pure Instant Coffee . . .	
6 Oz. Reg. Price 1.89	With 30¢ Off Label 1.59
4 Oz. Reg. Price 1.29	With 20¢ Off Label 1.09
2 Oz. Reg. Price .65	With 10¢ Off Label .55

PRODUCE FOR SUMMER MENUS

TOKAY GRAPES 9¢
APPLES 8¢
CELERY 5¢

FANCY RED VARIETY 9¢
NEW CROP BELLFLOWER 8¢
UTAH TYPE 5¢

FRESH EGGS

"Cream O' the Crop brand, finest you can buy! Freshness protected by refrigeration from ranch until you buy!"

LARGE SIZE GRADE AA doz. 57¢
MEDIUM GRADE AA doz. 43¢

BLACK TEA

Canterbury brand
Compare the flavor and price with other quality teas.

1/4-lb. 29¢
1/2-lb. 57¢

16-bag 15¢
(48-bag, 43¢)

Popcorn Syrup Drips
Walnuts
Walnuts



PARTY ANGEL FOOD CAKE

Light and fluffy because it's baked the "Home Ingredients" way! An "Oven to You" Cake masterpiece!

Wonder Bread Sliced 28¢
NBC Oreo Cookies 7 1/4-oz. 26¢

Cookies JANE ARDEN Coconut Chocolate Chip. 1-lb. pkg. 43¢
Egg Noodles GOLD MEDAL Wide Type. 8-oz. pkg. 20¢
Margarine SUNNYBANK BRAND "Just-Made Flavor!" 1-lb. carton 27¢
Mayonnaise BEST FOODS "Tops in Spreads." 16-oz. jar 43¢
Spaghetti CHEF-BOY-AR-DEE BRAND In Cheese, tomato sauce. 15 1/2-oz. can 16¢
Parade Detergent 19-oz. pkg. 28¢ PLUS TAX 40-oz. pkg. 57¢ PLUS TAX



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350 So. Palm Canyon Drive . . .

STORE HOURS

Mon. thru Sat. 9 a. m. to 8 p. m.
Sunday 9 a. m. to 6 p. m.

Carnation Corner



"School days, school days, dear old golden rule days" . . . remember the tuneless song we used to sing? Now that I'm a grown-up mother, my golden rule during school days is to have plenty of Carnation Homogenized Vitamin D Milk on hand. My youngsters love its cream-in-every-drop goodness at mealtime, snacktime, bedtime and anytime. Yours will, too.



Every glassful of Carnation Homogenized Milk gives children lots of calcium, protein and phosphorus to grow on. Plus an abundance of Vitamins A and D to stay healthy on!

MAN'S BEST FRIEND



Did you know that cow's milk has nourished us since the beginning of history? Just the other day I read of a famous wall in Babylon that shows several calves and cows. Instead of a milk pail a man is using a tall jar. The scene was carved five thousand years ago!

Some folks say man's best friend is the dog. Not me. I say it's the cow — especially our contented Carnation cows!

We've always been a nation of chocolate lovers! Even before the American Revolution, a chocolate factory in Massachusetts was kept busy satisfying the colonists' craving for this delectable sweet. My, how those early Americans would have loved the rich, chocolatey flavor of Carnation Chocolate Drink! As for your own family . . . well, I'll bet they've never had chocolate so good!

EASIEST HOT CHOCOLATE drink there is! Just pour Carnation Chocolate Drink into a saucepan, heat, and serve.

CANDLE MAGIC



Here's a good way to make your own modern, square-shaped "decorator" candle. Melt down old candle ends. Use a Carnation milk or cream carton for your mold, with a heavy string through the middle for the wick.

SCHOOL LUNCHES can get monotonous, I know. One easy way to add new sparkle is to surprise youngsters with a different beverage now and then. My little girl, for example, loves to open her thermos at lunch and discover Carnation Orange Drink. It's not carbonated or overly sweet, so I know it won't upset her. It's pure and wholesome because it's made with real orange juice!



Whether you send your children off to school with Carnation Orange Drink or Chocolate Drink or Homogenized Milk . . . do be sure it's chilled first. All three are at their best when they're good 'n' cold. Pre-chilling the thermos bottle with ice cubes is a good idea, too.

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The PUBLISHER'S Corner

by OLIVER B. JAYNES

SPOTLIGHT ON COUNTY GOVERNMENT — Long overdue is a searching inquiry into many phases of the Riverside County Government which will be brought out into the open at a public hearing on the subject which has been called by the County Grand Jury and authorized by Judge John G. Gabbert representing the county's Superior Courts. The public hearing will open September 21 and will undoubtedly bring to light some very interesting and vital facts about the conduct of affairs of the county.

It seems that there have been a lot of public hearings across the country in recent months and some people have wondered if they are worth all the time and money spent on them. This one, however, should be a hearing that serves a very important purpose and one that will be watched with great interest by residents throughout the county in general and the people of this eastern section in particular. As we understand it from Edgar McCoubrey, foreman of the County Grand Jury, and automobile dealer of Palm Springs and Riverside, the meeting is not planned as a cure for ills that exist in the County Government but a diagnosis of them for the benefit of the public in general. The Grand Jury has been looking into this matter for several months but, as most of our readers are probably aware, the Grand Jury meetings are secret and what is disclosed at them may not be made public. For this reason, the Grand Jury voted recently to ask Judge Gabbert to authorize the meeting and bring the facts right out into the open. Judge Gabbert so ordered.

We believe that the residents of the Coachella Valley and all the way over to Blythe will be intensely interested in all phases of the hearing but that they will be particularly interested in the announced intention of shedding some light on the county supervisorial district problem and the wholly inadequate superior court facilities at Indio. Now everybody knows that this section of the county has not had representation on the County Board of Supervisors in any where near a fair proportion to its population and assessed valuation.

But nothing has been done about it. In the county portion of one supervisorial district, there are about 1500 voters, while in the fourth district — which includes the whole eastern section of the county to the Colorado River — there are over 8000 voters and the area pays over 40 percent of the total cost of the county government. When the full facts are brought out, we believe that the people of Riverside county will be fair minded enough to see to it that this inequality is not continued. It should be generally acknowledged that existing supervisorial districts have long been outmoded and that a redistricting plan should be formulated without further delay.

Facilities of Judge Hilton McCabe's county Superior Court Room at Indio are a disgrace to the county. They are so poor that it is impossible to sustain the air of dignity that should prevail in any court room. There are many other examples of the county's neglect in our district and we hope they will be given a fair hearing at this public hearing.

Foreman Ed McCoubrey and the other members of the Grand Jury who voted to request Judge Gabbert to order this public hearing are to be congratulated for their desire to bring about better county government and to keep the people better informed about present conditions but nothing can be accomplished unless the citizens of this county and particularly the residents of Palm Springs and other communities in this district take an interest in the hearing and then demand that something be done about the matters that it is shown need attention. You can be assured that The Desert Sun will give you a complete report on the hearing, but, if you have the opportunity, it would be well to hear the testimony first hand.

This is an opportunity we cannot afford to pass up. September 21 may be a red letter day in the history of Riverside County. It can be if we make it so.

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For Girls and Boys of all ages

Opening September 13th

ENROLL EARLY FOR THE SEASON

Open Mondays, Tuesdays, Thursdays and Fridays from 3 to 6 P.M.

Ballet... Tap... Acrobatic, Etc.

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670 CALLE PALO FIERRO

Now we're going on our vacation

WILL REOPEN ABOUT OCTOBER 15

Mr. and Mrs. Arthur Schloss

LA PETITE MARMITE

198 SOUTH PALM CANYON DRIVE

Dennis, the Menace By Ketcham



"YOU SURE FOOLED ME. I THOUGHT YOU WERE AT LEAST SIX."

CONFIDENT LIVING

By Norman Vincent Peale

How to Feel a Sense of Freedom

While in Texas last spring I had to take a five hundred mile trip to make a speech. A friend of mine was kind enough to offer me the use of his private plane.

I met the plane at the Austin airport. It looked very, very small. I'd never been in a single-engine plane before, and, as I stood near it, I felt almost as big as the plane.

I got in beside the pilot and asked dubiously, "Will this thing go?"

"Yes," he replied, very seriously.

"When you get it in the air, will it stay up?"

"I guess so," he said. "Let's try it."

It was the quickest take-off I have ever experienced. Almost instantly, we were over the city, heading west. I began to ask questions about handling the plane, when, suddenly, he swung the stick over to me and told me, "You fly it."

"How do I fly it?" I asked.

He explained how to use the stick and I took over. It was a thrilling experience, and I became very enthusiastic. It was like sitting on the edge of a hot stove, stamping away there in the sky. Then, all of a sudden, a wonderful feeling came over me. I was flying a plane six or seven thousand feet up; I was master of all I could see. The pilot then told me to head for a river forty miles away and steer by that. I did and I flew that plane for one hundred and fifty miles. I was feeling so good that I told the pilot I'd like to have a plane like it with the words, "The Flying Parson" on one side, and "The Sky Pilot" on the other.

"I know how you feel," he said.

We arrived at San Angelo and he came along to my lecture with me. When we got to the airport for our return trip, it was pitch dark. He had to look for our plane with a flashlight. Then he seemed to have a little trouble getting the engine started.

"Do you think it's going to start?" I asked, nervously.

He grinned. "It's just like an automobile; you grind until it starts." Soon enough, we were able to take off.

"How do you know where we're going?"

"This thing here is a compass," he told me.

As we sailed along in that black sky, we could see lights of cities a hundred miles away. The pilot looked at the lights with me and said, "It's only when I'm riding up here in this vastness that I feel a real sense

of relief and freedom."

Too many of us have to climb into some private world of our own to feel this sense of relief and freedom. You really don't need an airplane to do it or a change of scenery. You can do it in the midst of a busy life, among people, and in familiar places. You can do it in your own heart and mind, and it's something every one needs.

The philosopher, Immanuel Kant, equated the two when he wrote: "There are two things that fill me with constantly increasing admiration and awe the longer and more earnestly I reflect on them: The starry heavens without and the moral law within." In other words, he is saying that the most stupendous sight in the world is the starry heavens, but there is something else in all of us equal to it.

The freedom my pilot friend found in the skies, we can all find inside ourselves. Those of us who are fortunate to live in democratic countries know what is meant by "freedom under the law." The same principle applies to the inner freedom you can find under the law—the law of God—within.

(Copyright 1954, Post-Hall Syndicate, Inc.)

Use Extra Care at Intersection Patrol Warning

Watch that intersection.

This warning was issued this week by the California Highway Patrol and is based on the fact that two out of every five injury and fatal traffic accidents occur at intersections.

"Most intersection accidents are caused by drivers who run traffic lights or stop signs, grab the right-of-way, or fail to be fully alert for cross traffic or turning vehicles," said Patrol Commissioner B. R. Caldwell.

"Each of these actions is a flagrant violation of the Vehicle Code."

"Traffic laws, as outlined in the vehicle code, are sound, sensible safety rules and, when followed, will keep drivers out of accident trouble," Caldwell continued.

"Every intersection is a danger spot in this era of more and more motor vehicles using our streets and highways. Intersections can be safe if every driver will obey the rules and regulations, be reasonably alert prior to entering each inter-



Short sleeved Sport Shirts Important Fashion for the entire family

They're just the ticket for early Fall wear and we have a terrific selection of both sport and western style shirts in Men's, Women's and Children's sizes.

SEE OUR WEEK-END SPECIALS



Hiway 111, Cathedral City PHONE 8-4573 Open 7 days a week from 9 A.M. to 7 P.M.

THIS SIDE OF THE SUN

With Phat

The season's coming on apace, The outlook's far from bleak. Except that starting as of now, I write this twice a week. So next Monday you start getting The Sun twice a week. From then on. My, what a short summer!

MOST DISTURBING piece of information this week was that item in the public prints in which it was claimed that a man reaches his peak at the age of 24 and after that starts retreating. Must figure how long I've been going downhill. Must be quite a time. For the descent has been gradual. I haven't been able to coast. Another item of interest noted was that Los Angeles is considering legislation requiring fencing of all swimming pools. To protect the youngsters. That would be a good idea here but if they tried, it certainly would be a lucrative field for some fence company.

MORE PEOPLE are arguing over the Scrabble boards than I thought. At least, that complaint voiced here about the time it takes to turn over all of the letters and start a new game, brought in a lot of correspondence and suggestions. Most of them were along the line of L. F. Hamilton of Desert Hot Springs but the methods involve a lot of dexterity. His idea is to push all of the blocks to one side, fold over the other and, then gripping the board firmly, give a quick flop. "Then they are all ready to play again," he wrote. Tried it and the letters went all over the room. Think I have recovered all of them although there may

be one under the piano. All of the suggestions offered necessitate a quick flip of the board. Perhaps I am not agile enough.

MRS. PEGGY RASHALL had a problem while marketing. But it is solved now. When she went shopping accompanied by daughter, Kater, she had trouble with tomatoes. For Kater likes tomatoes. Mrs. Rashall would purchase tomatoes but by the time the market basket was wheeled to the checking stand, the tomatoes were gone. Kater had eaten them. Trying to guess the weight and the price was a problem until Joe Butler, manager of the Safeway, found the solution. He suggested they weigh Kater when she came into the store and weigh her again on the way out. In that way, the price of the tomatoes could be figured.

NOW, IF I WERE a lip-reader I could tell what people were saying behind my back. For John C. Read, "idea man" for the movies, presented me with a pair of sun glasses with a rear-view mirror attached to each lens. Wearing them, I can see what's going on behind me. I have a very low form of humor, I am afraid. It doesn't take much to make me laugh. For instance, there's that gag I read in another column while on vacation that makes me chuckle every time I think of it. The German equivalent of "What do ya say?" a form of greeting, is "Was sagst du." Two Germans met on a Chicago street corner and one said: "Was sagst du?" Replied the second: "They lost 4 to 3 in 11 innings."

GETTING BACK to that subject of pipe-smoking by women, said to be a growing fad, Mrs. G wonders what they will do about matches. You can't use the cigarette lighter in a car very well, paper matches also are difficult to maneuver with a pipe. She recalls that when I once was a pipe fiend, the ash trays would be so full of the old-style kitchen matches that you could bridge the Mississippi with the lumber. So if women really go for pipe smoking, look for a trail of timber. . . . One hundred and four years ago California became a part of the United States. So, in case you didn't remember, this is a holiday. Admission day. That makes two holidays for this week. But being adverse to paying to get into any place and preferring passes, Admission day means nothing to me.

Wonder what automobile manufacturer will be the first to equip a new model with a garbage disposal unit.

PALM SPRINGS, CALIFORNIA The Desert Sun—4 Thursday, September 9, 1954 and PALM SPRINGS NEWS

DESERT INN BARBER SHOP

Re-Opening Thursday, Sept. 9

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The most complete stock of LIGHTING FIXTURES and electrical appliances

Cooler Supplies and Service Complete Wiring Supplies Appliance Repairing Lamps Rewired

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Hand-Blended Flavor makes CHILDREN LOVE VEGETABLES!

Small fry eat vegetables like dessert when you serve them in good Jell-well Gelatins...the true-tasting gelatins with Hand-Blended Flavors. Even youngsters taste the difference.

Your taste can TELL It's JELL-WELL!



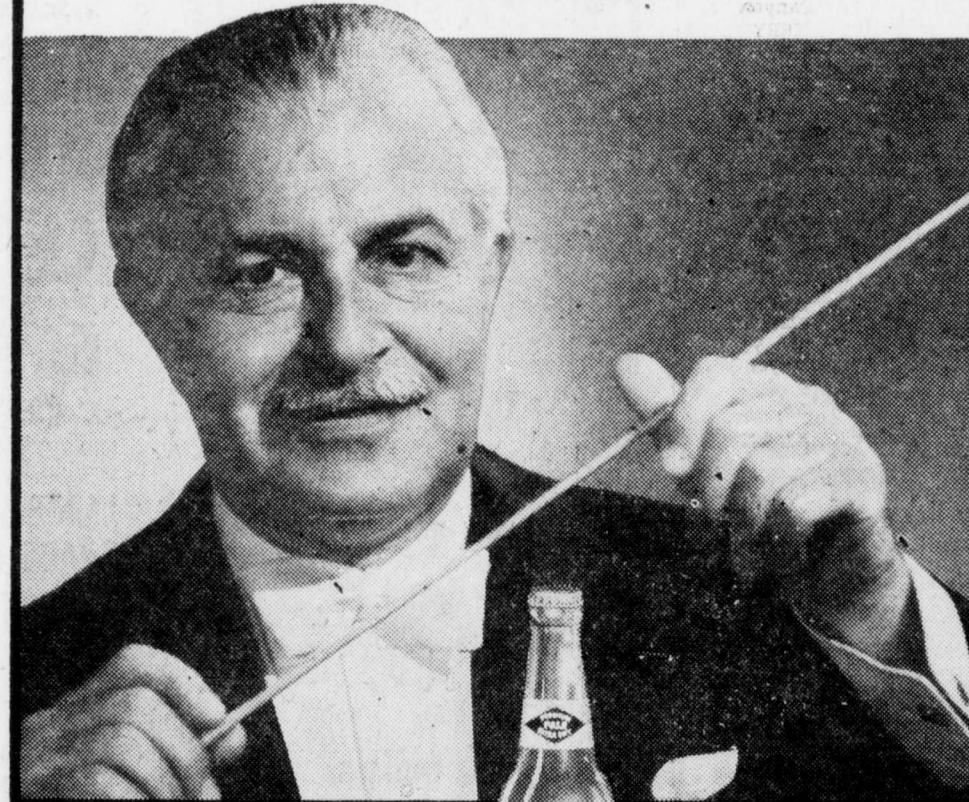
QUICK VEGETABLE MAGIC! Know those small cans of "junior" children's vegetables? Just prepare Lime or Lemon Jell-well Gelatin, cool slightly, combine with well-drained "junior" vegetables and chill.

OTHER SUGGESTIONS: Shredded cabbage, diced cooked carrots and peas. Chopped celery, apples or raisins.

Featured at **SAFEWAY**

"You'll like Lucky—the aged beer"

says Arthur Fiedler of Boston, Massachusetts, famed conductor of the Boston Pops Orchestra and Summer conductor of the San Francisco Symphony Orchestra.



Taste what a difference Lucky's thorough ageing makes

LUCKY LAGER THE AGED BEER

Make the Lucky 7-Day Test Try Lucky Lager for 7 days. Notice the tremendous difference Lucky's thorough ageing makes. You'll find it tastes better—because it's made better. Get Lucky for 7 days and be Lucky forever.

NEW! 3-TRANSISTOR ZENITH "Royal-T" HEARING AID

- ★ Operates for only 15¢ a month instead of 15¢ to 30¢ a day for old-type vacuum-tube aids!
- ★ Life-like sound, truer and clearer than ever!
- ★ The one "A" battery lasts a full month...no "B" battery...fewer battery changes!

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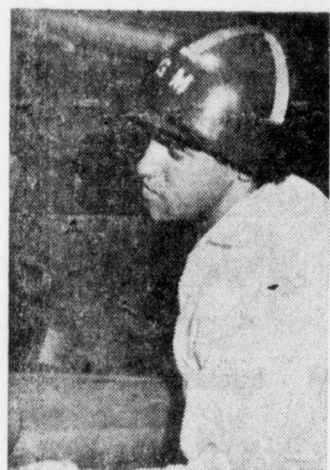
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VILLAGE PHARMACY

201 No. Palm Canyon Dr.

Phone 4321

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ON EUROPEAN CRUISE — Midshipman Edward P. Griffing, son of Mr. and Mrs. Stanton Griffing of Palm Springs, participates in gunnery drills aboard the radar picket destroyer USS E. A. Greene, which is part of a squadron carrying more than 1,700 officer trainees on the summer's second midshipman cruise to Europe. Part of the squadron will stop at Dublin, Ireland, and Portsmouth, England; the remainder at Glasgow, Scotland, and Brest, France. The cruise will end September 3 at Norfolk, Virginia.

Love Sentenced to Year in Jail

Sammy Love, 27, local cafe employee, was sentenced to a year in county jail on a narcotics charge when he appeared before Judge Russell S. Waite in superior court Friday. Love was one of nine men recently indicted by the grand jury in a marijuana roundup. He pleaded guilty to the charge.

DIRECTORY Palm Springs and Desert Area Real Estate Firms

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256 1/2 S. Palm Canyon Dr.
WILLIAMS, JOHN W. 3311
423 N. Palm Canyon Dr.
WRIGHT, BILLY 5727
180 S. Indian Ave.
CATHEDRAL CITY
BILES, RUTH 8-4371
56 Glenn Street
HILLERY, WILLARD R. 8-3417
JORGENSEN, E. M. 8-3401
68-574 Broadway
SHERRILL, R. H. "Bob"
707 and 713 "D" St. 8-3543
COACHELLA
RALPH L. STEPHENS CO.
Hiway 111 and Hill Dr.
85-205
PALM DESERT
EDITH EDDY WARD 76-3431
Palm Desert
ELLSWORTH, BOB 76-3741
P.O. Box 281
THUNDERBIRD AREA
BURKE, TONY 8-5432
Opposite Wonder Palms
Hotel
RANCHO MIRAGE
EWART, ESTELLA C. 8-4203
TAMARISK C. AREA
PALM VALLEY REALTY CO.
Wonder Palms Rd. and
Hiway 111 8-3481
IDYLLWILD
BELYEA, MARIE 80-146
P.O. Box 211
opposite Catholic Church

Mayfair
SUPER MARKETS
444 N. PALM CANYON DR.
Palm Springs
Advertised Prices Good
Thursday thru Sunday, Sept. 9, 10, 11, 12
No Sales to Dealers. Limit Rights Reserved.

SCHOOL DAYS ARE...
APPLE Days
LUSCIOUS, NEW CROP
JONATHANS
2 lbs. 25^c
Just Right for School Lunches
They're here!—the new crop Jonathan apples, crisp and juicy and full of that real apple flavor. Your family can enjoy them to their heart's content at this low price.

THE BUY OF A LIFETIME!
THE NEW WORLD FAMILY
ENCYCLOPEDIA
20 Complete Volumes
De Luxe Edition
5 1/2" x 8 1/2"
Bound in Red Cloth
Gold Stamped
VOLUME NO. 1
Only 25^c ON SALE
Knowledge at Your Fingert Tips
Educational
• Containing 5,760 pages
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COMPLETELY AUTHORITY
and Completely Up-to-Date
BUY NOW ON
MAYFAIR'S AMAZING BOOK-A-WEEK PLAN!
only 89^c PER VOLUME
START YOUR SET TODAY

Extra Fancy, Large Sweet, Juicy, Valencia
ORANGES
Table Size 8^c lb.
Extra Fancy, Sunkist
LEMONS
Full of Juice 8^c lb.
Extra Fancy, Red Flame, Tokay
GRAPES
Delicious Eating 8^c lb.

FOOD CLUB
EVAPORATED
MILK
2 Tall Cans 19^c

POPULAR BRANDS
VACUUM PACKED
COFFEE
Chase & Sanborn
Folgers
Hill Bros.
M.J.B.
Maxwell House
1-lb. Can 99^c

U.S. Graded, Tender, Juicy, Chuck
ROLLED ROAST
A paragon of economy roasts! Tender, juicy chuck, boned out and rolled for convenience and economy. There's no waste to it, and the flavor is superb! Available in either of Mayfair's two grades of U.S. graded beef.
BLUE RIBBON CHOICE BEEF
65^c lb.

Fresh, Lean, 100% Pure
GROUND BEEF
29^c lb.

Fresh, Lean, Eastern, Corn Fed
PORK LOIN ROAST
LOIN END 55^c lb.
3 to 3 1/2 lbs.
CENTER CUTS 65^c lb.
3 to 4 lbs.
RIB END 49^c lb.
2 1/2 to 3 1/2 lbs.
Armour's Star, Hickory Smoked
BEEF TONGUES 49^c lb.

As featured by Walt Jensen on...
Quick!
What's the Answer?
MAYFAIR'S RADIO SHOW
Hosted by Lee Nelson
SHASTA
Canned Soft Drinks
Six Popular Flavors 6 12-oz. Cans 59^c

Armour's Star, Grade A
SLICED BACON
Heat Sealed 1-lb. Pkg. 63^c

Am. Beauty
MACARONI
16-oz. Pkg. 23^c
DOESKIN
FACIAL TISSUES
Pkg. of 400 31^c

20 Mule Team Borax 2-lb. Pkg. 32^c
Boraxo Hand Cleaner 8-oz. Can 17^c
Borax Soap Chips 22-oz. Pkg. 30^c
Uncle Ben's Rice 14-oz. Pkg. 25^c
Milani's Diafood Dressing 8-oz. Bottle 34^c
Pompeian Olive Oil 8-oz. Can 45^c
Sunshine Hydrox Cookies 12-oz. Pkg. 39^c
FREE CERTIFICATE
Worth \$1.00 on West Bend, 2 piece, aluminum
DEEP FRYER
WITH PURCHASE OF
Snowdrift SHORTENING

Mayfairs own, new Mayfresh
Mayonnaise
Del Monte
Tomato Catsup 2 14-oz. Btl. 25^c
Case-Swayne
Pineapple Juice 46-oz. Can 25^c
N.B.C. Butter Wafers
Ritz Crackers 1-lb. Pkg. 32^c

be Versatile with
MAYFAIR VARIETY!
Ban Vivant
LOBSTER BISQUE
13-oz. Can 59^c
FROG LEGS
Fancy Large Size \$1.69 lb.
FRESH LIMES
4 in. cello 19^c
GJEYST CHEESE
Made from Goats Milk 8-oz. Pkg. 45^c
HEUBLEIN'S COCKTAILS
Manhattan or Martini 5th \$2.09

Pictawet Frozen
SPINACH Chopped or Leaf 10-oz. Pkg. 16^c
Swanson's Frozen
CHICKEN PIES 8-oz. Pkg. 29^c
Simple Simon
FROZEN PIES Pie for 4 45^c
Dromedary
COCOANUT 2 4-oz. Cans 17^c
DELICATESSEN
SANDWICH SLICED, LARGE
BOLOGNA 49^c lb.
Kraft's Deluxe Slices
American Cheese 8-oz. Pkg. 29^c
Oscar Mayer, All Meat
SMOKIE LINKS 12-oz. Pkg. 55^c

LIQUORS
Hoffman House
4-year-old, 100 Proof
Kentucky Bonded Bourbon
\$3.98 Fifth
Moulin Rouge, Imp. 5th 98^c
Vin Rose
Straight Ky. Bourbon 4th \$4
Old Crow 5th
Park Avenue, Distilled
London Dry Gin 85 Proof 5th \$2.77
Bombula, 5-Year-Old
West Indies Rum Gold or White 5th \$2.79
Clinton County
Straight Bourbon 7 Years Old 86 Proof 5th \$3.29

For Salads or Cooking
WESSON OIL Quart Bottle 59^c
Puss 'n' Boots
CAT FOOD 2 tall cans 23^c
Patty Cakes
CAKE MIXES 17-oz. Pkg. 29^c
For Camp's
PORK & BEANS 29-oz. Can 21^c

Granulated Soap White King Lge. Pkg. 30 ^c Giant Size 57 ^c	White King Water SOFTENER Reg. Pkg. 26 ^c Giant Size 48 ^c	Breast o' Chicken Chunk Tuna 6 1/2-oz. Can 31 ^c	Toilet Soap Woodbury Reg. Deals 3 for 25 ^c Bath Deals 2 for 25 ^c	Real Gold, Base for LEMONADE 2 5 1/2-oz. Cans 35 ^c	Swift's Lunch Meat PREM 12-oz. Can 47 ^c	Bubble Action Cleaner BAB-O Regular 2 for 23 ^c Economy 2 for 33 ^c	LIPTON TEA BRISK FLAVOR NEVER FLAT 1-lb. Pkg. 36 ^c 48-Ct. Bags 59 ^c
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Accident Victim Still in Serious Condition Today

Maynard Hamilton Sowell, 43, Loma Linda, remained in critical condition at Desert Hospital Wednesday, from injuries suffered in an automobile accident at 9:04 p.m., Saturday, on Highway 111, near the intersection with Rim road.

Sowell's car, traveling west on Highway 111, collided with a car driven by R. C. Roberts, 30, 691 Beach road, which was traveling east.

Roberts told investigating officers that Sowell's car was on "the wrong side of the road, and traveling very fast."

Sowell was taken to Desert Hospital by Wiesel and Sons ambulance.

Damage to Roberts' car was estimated at \$350, and Sowell's vehicle was listed as a complete loss.

Ryder Ordered to Face Hearing

D. Johan Von Rossler, also known as Johnny Ryder, was held to answer in superior court to a bad check charge, when appearing before Judge Eugene Theriault in justice court Tuesday.

Von Rossler entered a plea of not guilty to the charge of writing seven bad checks amounting to \$75.

Power Failure Darkens Holiday

Idyllic long Labor Day weekend was dimmed by a power black-out Saturday and Sunday, and candles were much in demand.

A technical failure of insulators was the cause and it took 12 men, climbing poles through the mountains and canyons to spot the trouble.

The power was off from 1:30 p.m. until 11:30 p.m. interrupting many planned holiday events.

Phil Siegel New Manager at Ramon Drug Company

Ramon Drug, completely rebuilt and freshly stocked after its recent fire, has re-opened its doors for the new season with a new manager, Phil Siegel.

Siegel, formerly of New York, has taken up residence in Palm Springs with his wife, Sylvie, and their two daughters, Leslie and Alida. His business experience has encompassed sales management for a bicycle manufacturer as well as an executive position for over five years with one of the nation's leading department store chains.

He is a graduate of Brooklyn College, where he majored in Journalism and Advertising. As additional background for a career in merchandising, he completed post-graduate courses in interior design and display, still life and figure painting, and advanced photography.

Hy Finerman, owner of Ramon Drug, said, "If I were to have manufactured someone for the job, I couldn't have dreamed up anyone with all the experience and knowledge that Phil brings with him. He's ideally suited for our store and I'm confident that our many friends will accept him as warmly as I do."

Siegel is a veteran with three years service in the 29th Infantry Division, having seen combat action in France, Holland, Belgium and Germany. At the war's end and during the occupation of Germany, he was appointed editor of the Division's daily newspaper.

"Palm Springs is like no other municipality anywhere," he said. "It seems to have a bit of the best of all the nicest places I've seen here and abroad. Although my family and I have been here a comparatively short while, we're delighted to call it home and look forward to making many friends here."

TIRES, TUBE, FOUND

Finding of two tires and a tube in the driveway at 977 South Palm Canyon drive was reported Tuesday by Officer Eugene Holmes of the Palm Springs Police department.



AT RAMON DRUG—Phil Siegel, experienced merchandising expert, who is the new manager at Hy Finerman's Ramon Drug company.



Guess it's about time I get in and pitch . . . thanks to Melba Meredith, Isabelle, Liz Alison, and Eleanor Noyes for your guest columns. Had planned to hang today's on my mighty attractive sister-in-law, Sally O'Neill-Battles, but she didn't get down in time. After a few months in Chicago, Sally is just about the greatest booster for the desert I've encountered . . . adjectives I've never heard before . . . she'll do a column in a week or so. What a wonderful summer we've had . . . dove season is here . . . Admission Day . . . school open again . . . grass being planted. Take a tip . . . from here on it's World Series, football, hundred or more openings and cocktail parties for new and old established businesses in town . . . Halloween . . . Thanksgiving . . . then what, what!!! Christmas . . . never knew a place where Labor Day just seemed to dissolve right into New Year's!

After Dr. John Williams turned my arm loose we spent a few weeks in Malibu . . . Isabelle's sister Molly was Chairman of the Champagne Dinner Party at the Bel Air Bay Club, for Our Lady of Malibu church . . . when those Irish tie one on they kid you not!!! About a third of the crowd were Palm Springs villagers. Molly's husband, Jim Kenaston, took several days to show me every nook and cranny of his native Santa Monica . . . don't know if you readers ever knew that the entire Del Sol area was originally sold to Santa Monica folks . . . way back E. E. McIntire and R. P. Davis cut up 240 acres into 10 acre ranches. The story goes that many of the ranches were bought unsight unseen on the top floor of the Central Tower Building. Anyhow, we'd meet some of Kenaston's kinfolk . . . then a flock of Del Sol ranchers transplanted to their summer Santa Monica.

Mighty good to have Desert Air open . . . and how the neighbors turned out to claim their favorite stools. Hank Gorty was down for the three days . . . Cliff Henderson just back from a 10,000 mile trip . . . Flo and Alden Coffin . . . Grace and Dick Hanousek back from Minneapolis . . . Mr. and Mrs. Gene Waltrus and Internal Revenue Ed Ulrich . . . from King's Quarters in the Village Connie King and his mother . . . and from the Dunes, Ruby hosting a table . . . Major and Louise Slater with a hungry gang of dove hunters . . . the last guests in June and the first to check back in the Sullivan brothers and their families from Brazil . . . Herb Pritzloff from Bry Wolfe . . . Liz Alison and crowd all enjoying the gala reopening . . . Hutch and Mary Hutchinson . . . the Mort Barnes . . . Lou Manseau's . . . Harrison Barnes . . . no use going on with all these names . . . better just say the delegates were all there!

In the mail . . . Monty and Betty Herbert from Washington, D.C. . . "Hot and humid . . . can't wait to get back to our beautiful desert!" . . . San Francisco Judge Francis Krull (poet-laureate of Rancho Mirage) just back from a world tour . . . the good Judge enclosed a poem freshly whipped up . . . in effect it poetically sets out that travelling to distant lands has been just dandy but home is on the desert . . . written from West Yellowstone, Montana and posted in Salt Lake City. Beth Fisher says she's on route HOME to Rancho Del Sol . . . husband Frank Fisher and Art Van de Kamp caught some mighty big fish "up in Canada . . . pictures will follow" . . . an early morning phone call from Topeka, Kansas . . . at twelve Dee Bailey says "What's it like there?" . . . real homesick, but has herself mixed up in politics in the Kansas capitol, and can't get back for a couple of months . . . speaking of politics . . . Gladys Button pens from Cincinnati where Ron is attending the Republican National Committee meeting . . . of having said more

Taxable Sales for Quarter up; Total \$4,303,949

An increase of almost a half million dollars in taxable sales in Palm Springs for the second quarter of the year, April through June, was reported this week by City Treasurer Shelby V. Langford.

The 46 retail outlets reported total sales of \$4,303,949, an increase of \$444,470 over the 1953 figure of \$3,859,479.

IN ADDITION to taxable sales, tax exempt sales for the quarter are estimated at \$1,681,875, making the combined total of sales \$5,985,824.

Leading all classifications in total amount, and amount of increase, were eating and drinking places, with taxable sales of \$1,075,710 for the quarter, an increase of \$221,230 over 1953.

RANKING SECOND in the group classification was the apparel group, with taxable sales of \$829,556, compared to sales of \$692,538 for the second quarter last year.

All classifications, number of outlets and sales, follow:

APPEARL GROUP, 50 outlets, \$829,556, family apparel stores, eight outlets, \$262,485; women's apparel, 22 outlets, \$266,625; men's apparel, nine outlets, \$166,702; children's apparel, five outlets, \$42,588; shoe stores, six outlets, \$91,186.

General merchandise group, eight, \$419,582, (limited price variety stores, four, \$65,677; department and dry goods stores, four, \$339,905); jewelry stores, five, \$32,126; grocery and other food stores, 20, \$164,053; packaged liquor stores, five, \$1,241.

SPECIALTY STORES group, 78, \$266,416, (gift, art goods and novelty shops, 32, \$138,204; sporting goods stores, five, \$16,364; printers and publishers, eight, \$5,220; photographers and photographic supply stores, eight, \$38,306; music, radio and television stores, seven, \$27,534; stationery, office supply and book stores, 18, \$40,788.

Eating and drink places, 73, \$1,075,710; candy and confectionery stores, nine, \$23,602; drug stores, seven, \$381,212; home furnishings dealers, 25, \$63,959; household appliance dealers, five, \$11,898; florists and gift stores, four, \$2,710; all miscellaneous outlets, 30, \$58,681.

Tax exempt sales are estimated as follows: off-sale food, \$675,000; liquor, \$500,625; gasoline, \$168,750; out-of-city and state, \$225,000 and miscellaneous, \$112,500.

ing coffee while flying 19,000 feet over Grand Canyon . . . a couple of days on Mackinac Island—a combination of Bermuda and Switzerland she said . . . pioneer hybrid corn in Ohio . . . beautiful elms . . . weeping willows . . . two Cadillacs in every huge red barn . . . breakfast with Senator and Mrs. Dirksen and Vice-President Nixon's speech Wednesday . . . quote All California can be proud of Mr. Nixon unquote!! Guess that does it . . . Cheerio, Amigos . . . Big News Flash . . . Beth Fisher arrived five P.M. Tuesday!

The Desert Sun—60 PALM SPRINGS, CALIFORNIA and PALM SPRINGS NEWS Thursday, September 9, 1954

HOLIDAY WEEKEND QUIET IN VILLAGE

The three-day Labor Day holiday passed quietly in the Village with an estimated 3000 visitors here.

Although traffic was heavy downtown and on roads leading into the Village, there were but few accidents, one of them involving injury.

Two fires were recorded. Police found the holiday crowds orderly with no unusual incidents.

Baker Acquitted in Shooting Case

Willie Baker, 48, employed as a cook at a local hotel, was acquitted last week of a charge of assault with a deadly weapon arising from the shooting of Mrs. Emaline Thomas at her home here last July.

The case was heard before Judge Russell Waite without a jury.

Baker contended that the woman was armed with a knife at the time he shot through a door and wounded her.

May Drive Only for Business

Max Leslie Gay, 38, 69-069 Highway 111, was fined \$150 plus \$8 state assessment, and his driver's license was restricted to business use after he entered a plea of guilty in justice court Tuesday to a charge of driving while intoxicated.

Gay was arrested at 11:19 p.m., Thursday, driving in the 1400 block of North Indian avenue, following complaint to police by a motorist who had met Gay on the highway.

Bad Checks Police Follow Trail Across U.S.

A trail of bad checks throughout the country is being left by Mary Strauss, former Villager, Sgt. Durman Ordway, in charge of investigation reported today.

An estimated 50 checks have been written by Mrs. Strauss during the past six months, all on the Desert Bank, now the Citizens National. Amounts have been small, ranging from a few dollars to about 15, Sgt. Ordway said.

Latest locations have been Arizona, with indications that she is now returning to the eastern states. The checks are usually cashed at service stations, garages and motels.

Kiwanis Club to Stage Kids' Day Later this Year

Kiwanis Club's Kids' Day, originally set for September 25, has been postponed for approximately one month, it was announced by the board of directors following the regular weekly luncheon meeting Tuesday at the Chi Chi.

Co-chairmen of the event which entertains Village children are Ed Kenyon and Ray Corliss.

Sub-committee chairmen are: Martin Beckman, transportation; Bill Ford, food; Conover King, refreshments; Isadore Nelson, prizes; Laurie Sheklow, games; William Maltby, signs; Tom Holland, John Connors and Norman Lefthus, judges; Jerry Mitchell and Ray Lusby, liaison.

At the Tuesday meeting, entertainment consisted of color travel pictures shown by John Miller.

Finance Clearing Office is Opened

Finance Clearing of Beverly Hills this week opened a branch office in Palm Springs with W. J. Clark, executive vice president of the main company as branch manager.

Miss Clark recently purchased the Palm Springs Credit Bureau, Collectors, Inc., and the Credit Bureau of India and they will be operated in conjunction with the Finance Clearing office.

Finance Clearing of Beverly Hills is a retail factoring or organization discounting accounts receivable. The company accounts investments from \$100 to \$50,000 and pays up to 10 per cent per annum.

The newly-decorated offices are located in Suite 2 of the Carnell Building in Palm Springs.

Study Changes in Precinct Lines

Changes in precinct lines in Palm Springs because of the recent annexation proceedings, are under way in County Clerk G. A. Pequegnat's office involving precincts 4 and 5 here, a Cabazon precinct, Garnet, precinct and Cathedral City No. 3.

Voters in the affected districts will be notified of the changes when they receive their sample ballots, Pequegnat said.

Free Employment Office at Employers' Ass'n Now Open

Free Employment office of the Palm Springs Employers' association is now open, under the management of Dave MacClay, President George Ripley announced.

MacClay has had more than 20 years experience in the labor relations field, with his most recent association being with the State Department of California at Indio, as placement officer.

Assisting MacClay will be Ruth S. Lichty, who has had

many years of personnel work, especially in the Los Angeles area.

Palm Springs Police department will continue to fingerprint all applicants in the office between 9 a.m. to 12 noon. Ripley reminded all applicants that fingerprinting is now required by law.

The Free Employment office is located at 224 North Indian avenue, phone 5213 or 2663.

SOMETHING NEW FOR POOL OWNERS!

ELIMINATE ALGAE!

Cut Down On Maintenance

A new finish that takes the headache out of pool ownership is here! This permanent satin-smooth, non-slip finish will make plaster obsolete. The result of three years of scientific development, this polyester compound cuts cleaning and maintenance to the bone.

15'x30' Pool — Approximately \$300

For further information write:

MERMAID POOLS CO.

115 S. Manchester Anaheim, Calif.

PHONE KEYSTONE 53890

Westinghouse Appliances Sales and Service

Refrigerators — Freezers — Disposals
Ranges — Dishwashers — Air-Conditioners
Laundromats — Dryers

HAMMER ELECTRIC

LICENSED CONTRACTORS

196 South Indian Avenue Phone 2888

Commercial and Domestic Refrigeration Service
Small Appliances — Fixtures — Materials

When you need groceries, you go to market, Elephants are at the zoo,
When you are ill you see the doctor,
He knows what's best for you.

We, at the Professional Pharmacy also specialize.

Help your physician to help you
Have your prescriptions filled at

Your Prescription Store

Professional Pharmacy

Prescription Specialists . . . Fine Toiletries

Open week days 8:30 A.M. til 9 P.M.
Sundays and Holidays, 9 A. M. 'til 6 P.M.

1081 NORTH PALM CANYON DRIVE
Phones — 2741 - 9090

The King's Quarters

YOUTH'S ATTIRE

Fred Weigel wearing his new back-to-school outfit from Kings Quarters.

SPORT SHIRT, \$1.95—JEANS, \$2.98—BELT, \$3.50—HAT, \$2.25
SOCKS, 2 pairs for 65c

174 NORTH PALM CANYON DRIVE
(in The Center)

GOOD'S YARDAGE

AGAIN OPEN FOR BUSINESS

COME, SEE FOR YOURSELF OUR UNBELIEVABLY LOW PRICES ON QUALITY YARDAGE

448 South Indian Avenue

Billy Wright, Realtor

is pleased to announce

his new location at

1063 North Palm Canyon Drive

(3 doors south of the Professional Pharmacy and across the street from the Doll House)

Starting his 20th season serving your Real Estate Needs

PHONE 5727

Thirty Candidates Turn Out for Indian Gridiron Squad

Thirty candidates, including 12 lettermen, have reported for grid practice at Palm Springs high school, with several more expected before the end of this week, Coach Clare Ballagh reported.

Of the lettermen, five were regulars all or part of last season when the Indians tied for the league title with Hemet, each having six and one records, but lost the championship as Hemet had defeated the local squad, 14 to 0.

ANOTHER LETTERMAN and regular, End John Laster, was expected to report Wednesday evening, after the first day of school. A promising sophomore center, Les Whidden, also was expected out at that time.

Lettermen reporting, the five regulars listed first, are: Lloyd Brubaker, Alvin Harrison, Chuck Martin, Gary Driskell, Jim Judd, Jody Robles, Dave Tichenor, Bob Cordes, Bob Sproule, Gene Prieto, Ruben Fontes and Manuel Montoya.

Ballagh and his assistant, Scott Thompson, were enthusiastic about the attitude of the candidates, reporting that the first practices were well attended and players were "highly spirited." Following the first two days, Ballagh predicted that the team would finish in the "first division."

PRACTICES started Monday, with morning and evening drills the first two days, and then after school started, only



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PALM SPRINGS

WE BUY & SELL

ANYTHING
WILGAY'S

— Opposite Drive-In Theatre —

in the evening at 7:30 p.m.

A complete list of candidates by position follows:

Guards—Max Dunham, Larry Paul, Jim Otto, Jody Robles, Pete Silva, Dale Johnson, Dave Tichenor, Bill Andreas and Gene Segundo.

Tackles—Alvin LaSalle, Jim Theis, Gary Driskell, Bob Cordes and Nick Crawford.

Centers—Bob Sproule and Les Whidden.

Ends—Jim Judd, Bill Manger, O. B. Crawford, Gene Prieto, Kenneth Chapin and John Laster.

Halfbacks—Victor Reyes, Dave Martinez, Dennis Rowe, Lloyd Brubaker, Alvin Harrison, Ruben Fontes and Ronnie Canales.

Fullbacks—Chuck Martin, Manuel Montoya and Louis del Campo.

Indian Girls Win in Softball Game

Palm Springs Indian Girls team defeated a team from the Barona tribe 21 to 5 in a softball game played Sunday afternoon at the Polo Grounds.

Batteries for the local squad were Rebecca Rice, pitcher, and Beverly Patencio, catcher. The team was composed of members of the Morongo and Agua Caliente Tribes.

Faustina Reyes homered for the Village team.

Following this game, a Barona boys' team defeated a team from Palm Springs, 5 to 0. Johnny Andreas was the pitcher for the local squad, and Gene Magee for the winners.

A party in honor of the visitors was held Sunday afternoon and evening at the Morongo Reservation.

Season's First Football Game Slated Sept. 24

Palm Springs high school Indians will swing into action in their first regular football game on September 24 against Chino high school on the latter's field.

The first home game, another practice affair, is scheduled October 1 with Brea-Olinda high as the opponent.

Riverside County League schedule follows:

Oct. 8 at Esinore
Oct. 15 Coachella here
Oct. 22 at Banning
Oct. 29 Hemet here
Nov. 5 at Perris
Nov. 12 Beaumont here
Nov. 19 San Jacinto here

The Desert Sun—7th
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 9, 1954

Palm Springs Next on List Road Races

Palm Springs Road Race is the next big event for sports car fans, following the running of the Santa Barbara race last weekend. Dates here are Saturday and Sunday, October 16 and 17.

The race this year is sponsored by the California Sports Car Club with the cooperation of the Long Beach MG Club, and will be held as usual at the Palm Springs airport.

Entries for the race close September 30, with the two classifications being stock cars and modified cars.

Fourteen races are scheduled in the two-day meet, with two main events included, under 1500cc and over 1500cc. Plans also call for a stock MG race and powder puff derby, besides the qualifying races.

Entries may be made by contacting the California Sports Car Club, 4949 Hollywood Boulevard, Room 214, Hollywood 27.

The race, seventh annual this year, attracts thousands of visitors from throughout California.

Many Items on Jaycee Meeting Agenda Tonight

Palm Springs Junior Chamber of Commerce will meet tonight at the Chamber of Commerce with several important matters up for consideration. Joe Wood, first vice president, will be in the chair in the absence of Don Miller, who succeeded to the presidency when President Stanley Lewis resigned because of being transferred to Banning.

Final plans for the Steak Fry will be mapped. Mel Bren and Joe Eicher are in charge of the affair.

Plans to aid in the forthcoming PGA golf tournament at Tamarisk in October will also be discussed. The Jaycee will handle publicity and ticket sale for this national event.

Plans for the Jaycee show

Palm Springs Boys Club

BOYS' CLUB SCHEDULE	3-5 p.m.	6-9 p.m.
Monday	Club Open	Club Open
Tuesday	Club Open	Softball
Wednesday	Club Open	Club Open
Thursday	Club Open	Free Movie
Friday	Club Open	Club Open
Saturday	Club Open	Club Open
Sunday	Club House open from 9-12 noon	Attend your church

CHUCK LaFRANZ, Director
CLUB NOTES: We are making progress in membership by leaps and bounds. Because of this increase, our needs and hopes are greater. Perhaps you can help us by contributing one of the following items:

For our reading room and game room — Three couches, four small tables, 10 small chairs to use with tables.

For the workshop—One table saw, three hand saws, five hammers, one set of screwdrivers, and any other tools you wish to donate.

For the bicycle shop—One set of small wrenches, one small oil can.

For the paint shop—Brushes of all sizes.

We will call for the above items if you will phone Chuck LaFranz, 9903, during club hours, 3 to 5 p.m. and 6 to 9 p.m., Monday through Friday, and 9 to 12 noon, Saturday.

will also be discussed.

Nominations for board positions are now open. Election of a president to succeed Lewis is slated for September 28 and for first vice-president, October 14, it was announced.

If a Swiss boy sees a sign, that to walk on the grass is forbidden and the fine is a certain amount, he carefully keeps off, but an American boy feels in his pocket to see if he has that much.—Youth Leaders Digest.

Traffic Deaths in Southland Drop

Traffic fatalities in Southern California decreased 18 percent during the first half of 1954 compared to the same period last year, the Automobile Club of Southern California announced this week. The death figure dropped from 1023 to 836. The downward trend was reflected in Los Angeles county where there were 377 traffic deaths in the first half of this year compared to 437 during 1953's first six months, the club's public safety department reported.

In Riverside county the highway death toll for the first half of 1954 was 57 and for the similar period in 1953 it was 75.

Miss Lynn Emrick spent a week in La Jolla visiting her friend Mrs. Hernando Court-right.

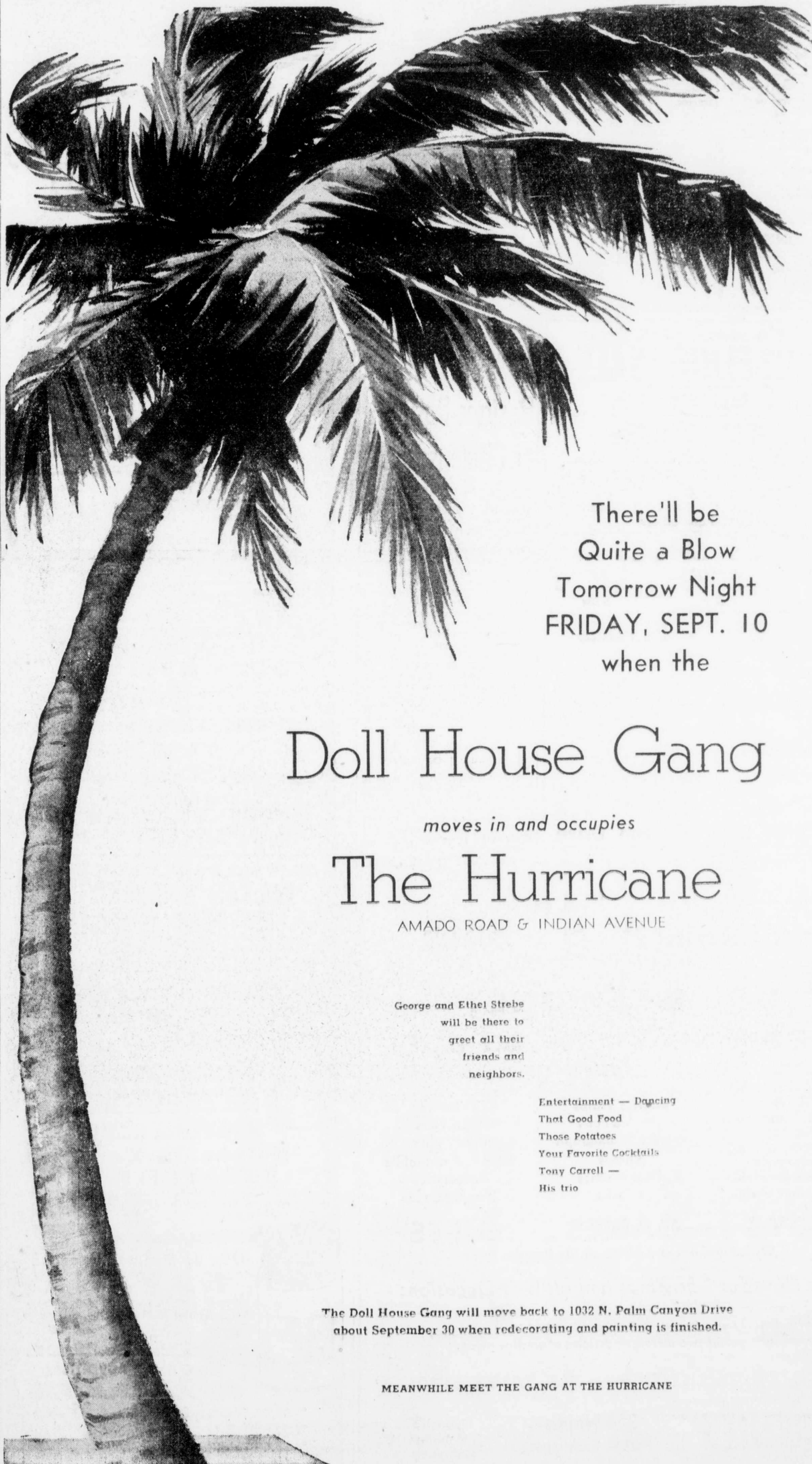
FOR THE VERY BEST CALIFORNIA SWIMMING POOLS

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There'll be
Quite a Blow
Tomorrow Night
FRIDAY, SEPT. 10
when the

Doll House Gang

moves in and occupies

The Hurricane

AMADO ROAD & INDIAN AVENUE

George and Ethel Strebe
will be there to
greet all their
friends and
neighbors.

Entertainment — Dancing
That Good Food
Those Potatoes
Your Favorite Cocktails
Tony Carrell —
His trio

The Doll House Gang will move back to 1032 N. Palm Canyon Drive about September 30 when redecorating and painting is finished.

MEANWHILE MEET THE GANG AT THE HURRICANE

\$ INDIO \$ INDIO \$ INDIO \$ INDIO \$ INDIO

SHOP DURING

INDIO'S

Back To School

DOLLAR

DAYS

FRIDAY & SATURDAY

SEPTEMBER 10 and 11

\$ INDIO \$ INDIO \$ INDIO \$ INDIO \$ INDIO

Desert Museum Launches Drive for Membership

"The Desert Museum, renovated and dressed up during the summer months, will offer its members more and better programs this season than ever before," said Dr. Clarence E. Smith, director, as he announced programs for the coming season and launched a membership campaign.

The Museum will hold open house and social event for members only October 14. During the season the Museum will present 15 events including special lectures, special films and special social gatherings during the season.

These programs are in addition to 18 travel films, mostly in color, admission to which is by membership card only.

Dr. Smith invites Villagers and visitors to come in at any time between 9 a.m. and 4 p.m. "See what has been done, look over the programs for members. We'll be glad to sign you up," he said.

The Desert Sun—8¢
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Thursday, September 9, 1954

OPEN ICE COLD

Fresh made
Fruit & Vegetable
Juices

**CARLTON'S
HEALTH FOODS &
VITAMINS**
360 S. Indian Avenue
across from Safeway

Grone's Florsheim Shoe Store REMODELING SALE STILL GOING ON!

LADIES' SHOES
Values to **\$280 TO \$780**
All famous makes
JOYCE, JANTZEN, SBICCA, RED CROSS,
FLORSHEIM and others

MEN'S SHOES
Values to **\$980 AND \$1280**
\$22.95 NOW

CHILDREN'S SHOES
ON SALE AT HALF PRICE

Grone's
Florsheim shoes

"Where Shoe Fitting is a Profession"
184 North Palm Canyon Drive

Sensational 1¢ SALE

ONE WEEK ONLY
FOR JUST ONE CENT YOU MAY HAVE
YOUR CHOICE OF

G-E Irons
Westinghouse Irons
Toasters
Waffle Bakers
Automatic
Coffee Makers
Bathroom Scales

Electric Trains
Electric Fans
Child's Phonograph
Lamps
Door Chimes
Clocks

Tricycles
Bike Tires
Bike Tubes
Bike & Automobile
Accessories
Playing Cards

TOYS GAMES GIFTS
With Purchase of Another at the Regular Price

Buy Now for Christmas and all Gift Occasions

SPECIAL If you do not prefer two identical items you may select two different articles of similar price.

LIMITED QUANTITIES — ALL SALES FINAL

BREZIN'S

366 North
Palm Canyon

Opposite
Telephone
Company

Doll House Gang to Move Into Hurricane En Masse

The Doll House gang is moving en masse from Balboa to the Hurricane at Andreas road and Indian avenue where that place, for the next two or three weeks will echo to the greetings of owners George and Ethel Strebe.

The two or three week stay at the Hurricane, a Strebe enterprise of several years, is necessary, George Strebe explained via long distance, because The Doll House on North Palm Canyon drive will be undergoing refurbishing, repainting and redecorating.

"Anyway," the entire gang will temporarily occupy The Hurricane until the work at The Doll House is completed," Strebe said.

All of the personnel so well

known to Villagers and visitors will greet friends of The Doll House at the temporary location including Tony Carrell and his trio.

The food, cocktails, the waiters and cooks will be the same as those who have served patrons for years at the regular location of The Doll House, Strebe emphasized.

He added that The Doll House at Balboa had a good summer business and he plans several innovations and changes when the newly re-decorated Doll House opens here on or about September 30.

"Sure there'll be dancing," Strebe said, "and we will serve 'those potatoes' — why just everything one could order if he or she were at the regular location of The Doll House."

Pawling to Develop New Subdivision Near Sunrise

Purchase of about 20 acres of land and plans for a new 80-home sub-division were announced this week by Joe Pawling, long time Palm Springs resident and local contractor.

The land, located between Alejo road and McCallum Way, west of the airport and east of Sunrise, was purchased from Mrs. Austin McManus for approximately \$50,000.

It will be the site of 80 two-bedroom homes, in a sub-division called Desert Estates. Plans for the homes are now being prepared by Wexler and Harrison, architects.

FHA FINANCING has been approved for the new homes, permitting non-veterans for the first time here to purchase a home with no down payment.

The homes of ultra-modern design, will feature 32 differ-

ent styles. Selling price will be between \$9,500 and \$10,000, Pawling said.

Application has been made to the city planning commission for amendment of the city's master plan to permit placing the homes on lots 75 by 100 feet. Current regulations are 100 by 100 feet minimum. Two hearings will be held by the commission, the first September 22, and the second October 13, both at 4 p.m. in the council chambers.

FOLLOWING GRANTING of a permit by the commission, if approved, the first home will be completed in 35 days, with a schedule of two homes a day after that.

Pawling has received many inquiries to date about the new sub-division. Commenting on the interest, he said, "This project will go a long way toward solving the over-growing housing problem for the average Village worker and his family."

O. A. Torgerson Resigns Position at Citizens Bank

O. A. Torgerson, founder of the Desert Bank, with offices in Palm Springs, Indio and Cathedral City, resigned as vice president of the Citizens National Trust and Savings Bank effective September 1. He had held that position since the merger of the two banks in April.

Staff of the Palm Springs and Cathedral City branches honored him at a party following banking hours Thursday, and presented him with a gift of fishing equipment.

Future plans call for a trip to San Francisco as soon as possible, where he and his wife will spend at least several months. He does not have any business plans at the present time, he said.

Thief Steals File of Personal Papers

Using a skeleton key to gain entrance to the house, burglars jimmied open a personal file and took copies of her income tax return from 1950 through 1952, Ella Lott Johnson, 295 Highland, reported to police Thursday.

Thrifty OUTRATE DRUG STORES

Exclusively at Thrifty!
Bonded Prescriptions

The Bonded Certificate is your Guarantee of accuracy and precise compounding.

Give your family the assurance of Thrifty Bonded Prescriptions compounded from the highest quality drugs. Remember too, Bonded Prescriptions are yours at sonsible prices!

Thrifty Drug Stores
25 YEARS
1929-1954

CASH IN ON THRIFTY'S GIANT SEPTEMBER GIVE AWAYS

FREE 1ST PRIZE ALL EXPENSE ROUND TRIP FOR TWO TO THE WORLD SERIES

On Super-Constellation Ambassador. With stay-overs in leading hotel of major city where game is played. Be Thrifty's guest at the World Series! No purchase necessary. Ask for details.

2ND-3RD-4TH PRIZES
\$369.95 R.C.A. Estate Gas Ranges
Automatic cooking with pre-set clock, Bar-B-Kewer Oven.

5TH-6TH-7TH PRIZES
\$309.95 Speed Queen Automatic Washers
From the Royal Family of Home Laundry Equipment.

8TH PRIZE
\$199.95 SYLVANIA 21" TELEVISION SET
With Ebony finish metal Cabinet, safety glass viewing window.

9th thru 13th PRIZE:
\$54.50 BUSHNELL BINOCULARS
Advanced optical design, Magnesium body.

14th-16th PRIZE
\$20 CROSLLEY PORTABLE RADIOS
10 Gallon Golden Eagle Gas Gift Certificates

8 OZ. GRADUATED BABY BOTTLES
A sensational baby-buy at a Thrifty low price! **3 for 10¢**

\$3.95 BROWNIE Holiday CAMERA
Uses 127 roll film. Takes 8 shots to the roll. Accurate, precision made Kodak lens. With handy case and shoulder strap.

\$1.89 BOY'S 8 OZ. WESTERN BLUE DENIM JEANS
Sizes 4-12. Double-knee. Sanforized. Bar tacked. Zipper fly. Deep pockets, full cut for roomy comfort. **2 FOR \$3.00**

\$2.00 Value MAR-O-OIL Shampoo 98¢
Giant 32 ounce bottle. Perfect for the whole family's use.

REGULAR \$1.89 Helene Curtis SPRAY-NET \$1.69
With spray-on Lanolin Lotion. Magic-Mist to keep hair in place. 11-oz. size.

Flor de Manuel Fernandez HAVANA BLUNTS 98¢
• TIN OF 25
All Havana. Factory fresh.

NATIONALLY ADVERTISED GIBSON LIGHTERS
• \$1.98 Standard Chrome \$1.49
• \$2.98 Std. Leather on Enamel \$2.29
• \$3.49 Thinlite Leather on Enamel \$2.59

366 SOUTH
PALM CANYON DR.
PALM SPRINGS,

PRICES GOOD THRU SUNDAY * * * Plus Fed. Tax

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AND THRIFTY PRICES PROVE IT!

LARGE SIZE! ALL PURPOSE! \$2.00 VALUE! SELECTED SPLIT BAMBOO LAUNDRY BASKET

99¢

With an 18 inch diameter, and 14 inch height, it's ideal for clothes, waste paper, vegetables and leaves. The basket is tough, extra sturdy, yet very lightweight. It's made from carefully selected bamboo, and imported from Mexico. You save over \$1.00 so buy today!

Bom-Em, 12 oz., Pine Scented
89¢ INSECT BOMB .. 56¢

25c Box of 300 KLEENEX TISSUE 6 For \$1
(Limit 6)

FOAMING ACTION AJAX CLEANSER 10 For \$1
(Limit 10)

\$1.69 Hardgloss, Half Gallon Johnson's GLO-COAT \$1.39

FOUNTAIN GRILL SPECIALS
Refreshingly Delicious! Different!

HAWAIIAN SHAKE 23¢
It's cool as the ocean breeze! Refreshing as a dip in the ocean! That's Thrifty's extra special Hawaiian Shake, made from our own secret recipe.

TWO STRIPS OF BACON TWO RANCH EGGS 49¢
Served with hash browned potatoes, toast and butter. Cooked the way you like 'em. Special 'til 11:00 A.M.

Bottle of 12, Adult or Infant — (Limit 1) GLYCERIN SUPPOSITORIES 9¢

4 Ounce CALAMINE LOTION 9¢

Reg. 33c, Ounce Size TINCTURE MERTHIOLATE 17¢

Borbro, 4 oz. Powder 29c BORIC ACID 19¢

Red Astringent FULL QUART MOUTH WASH 24¢

Half Price Sale!

CALIFORNIA CERAMICS
EVERY ITEM MARKED EXACTLY AT HALF PRICE
Come Early for Widest Selections!

TOP QUALITY LIQUOR VALUES
6 Year Old Mellow Springs BOTTLED IN BOND KENTUCKY STRAIGHT BOURBON \$3.98

FIFTH GALLON MIRA LOMA BURGUNDY 97¢

GALLON JUG BOHEMIAN Export BEER 4 for \$1.00

5 YEAR OLD SOUTHERN GENTLEMAN STRAIGHT BOURBON \$3.09

FIFTH GALLON
A smooth, light whiskey selected by connoisseurs for mildness, and finest flavor. It's so mellow!

REG. 49¢ Stuart Hall LINEN LETTERS Stationery 39¢
36 sheets, 30 x 5 1/2 in. Pastel colors in cello pack.

REG. \$2.49 STUDENT'S GOOSE NECK DESK LAMP \$1.99
Bronze finish. Heavy non-flit base.

ORANGE OR TOMATO JUICE 5 OZ. SIZE TUMBLERS 6 For 33¢
Brightly decorated to grace your table and make drink-ing fun for the kids.

25 FOOT GARDEN HOSE 5 Year Guarantee \$1.99

BEACH TOWELS 38 in. x 72 in. \$2.98

15c Value 11-oz. Decorated GLASS TUMBLERS 12 for \$1

REG. 29¢ ASSORTED COMBS 19¢
PACK OF 12
One for everyone in the family. Stock-up now in cello pack.

The Desert Sun

and PALM SPRINGS NEWS

Page One-B Palm Springs, California, Thursday, September 9, 1954 Second Section



With Hildy Crawford

Clickety-clack . . . Summer simmers away and vacation time with those cool swims at Lido Isle fades into memories . . . and the typewriter with little or no urging starts tapping out the record of another Palm Springs season . . .

Clickety-clack . . . and there's plenty to write about . . . Lots of familiar faces on the streets, in the drugstore, dropping in to the office . . . Chi Chi opened its first big show this past weekend . . . and it drew such a crowd you could scarcely elbow your way to the bar Saturday night . . . Shops are opening and the parking meters are in action again . . . Lots of new building going on and you should see those dreamy new houses Monte Herbert is building across from Tamarisk . . . News from Palm Springs is still coming in from far places . . . and two things are very noticeable . . . Practically everyone writes that Palm Springs is wherever they are . . . and they always wind up with a homesick note for the village and a promise to get back here as soon as they can . . . Bettye and Monte Herbert trained East on the Super Chief in August for Washington D.C. . . . and Bettye writes "Palm Springs is cool and wonderful compared to this!" . . . They stopped off in Chicago for a few hours . . . and saw Jimmy Hart, Jimmy Moorten, and Bud and Vic Graves . . . and Maury and Louise Horner . . . The Horners joined the Herberts in Washington to attend a party at the Admiral's house . . . and then the foursome planned to go to New York for a few days . . . Bettye was indefinite about how long they would be in Washington . . . but they were already homesick for Palm Springs . . . so it shouldn't be too long . . .

Change Plans
Elsinore and Ray Gilliland never did make that extended cross continent trip they had planned for the Summer . . . They got as far as Tahoe . . . fell in love with the place and stayed there . . . One of the smart affairs of the Tahoe summer was the luau the Gillilands gave around the pool at Cal-Neva lodge on the evening of August 4 . . . Around 150 guests, from all around the Lake and Reno, and some from Los Angeles and Beverly Hills . . . enjoyed the affair which was catered by Trader Vic . . . Harold Sterns and his Strings and an orchestra imported from San Francisco played at the party . . . Winding up their summer early, Ray was hospitalized with pneumonia and went to Arizona to recuperate . . . while Elsinore came to Palm Springs this past week to supervise some alterations on their house . . . Ray joined her here for the Labor Day holidays . . . and they had as houseguests Alonzo Anderson of Fresno and the James Bolanders (his daughter and her husband) . . . The Gillilands are supposed to leave today on a short business trip to Gorman . . . but they'll be back . . .

Vivacious Mary Hurrell wrote from West Vancouver (her note paper carries an etching of her spacious Bellevue avenue practically in her front yard) . . . where she was shivering in the 62 degree temperature on July



Marvin Fritz and Leone Inman Wed in Late August

Mrs. Leone Inman and Marvin Fritz were married August 23 at Virginia City, Nevada and are residing at 3782 Sunny Dunes, following a honeymoon in Reno, Shasta Dam, Eureka and San Francisco. Fritz, former owner of the Palm Springs Drug and Import, is employed in an Indio drugstore. Mrs. Fritz, who has been a Villager for 11 years, came here from Long Beach. She was in the gift section at Bullock's this past season.

Rosenberg's Son Weds Chicagoan

Harry Rosenberg, owner of the Ham and Eggery, returned to Palm Springs after an absence of two days with the report that he had been on a "most pleasant journey of importance to Los Angeles." The pleasant journey it was revealed was his presence at the marriage of his son Norman Rosenberg to lovely Judith Siegel of Chicago. She is the daughter of Mrs. Louis Siegel of Los Angeles.

The bridegroom, a former captain in the U.S. Signal Corps with four years of service overseas, was stationed at Fort Monmouth, N.J. prior to his return to civilian life. He was promoted to the status of a major in the U.S. Army Reserves. He is now employed with the California Fabric company as sales manager with offices in Los Angeles where the couple plan to make their home.

Bakers' Son Back from Asian Tour

Leo and Anne Baker spent most of their two-month vacation in Los Angeles, gift-buying for their Cantina. Their son Donald Alan, Radioman aboard the flagship destroyer USS James E. Kyes, spent a ten-day leave here on his return from Asian waters. Now on a cruise to San Francisco, Donald is scheduled to attend radio-television school in Los Angeles. His twin sister Joan will assist her parents in the Cantina this season.

Fishing Trip Ends Oliver's Summer

Dr. and Mrs. James B. Oliver, after a week's fishing trip to Jordan Hot Springs, will go to Coronado to attend a three-day session of the Southwest Obstetrical and Gynecological Society. They plan some deep-sea fishing off the Mexican coast before returning to their new home at 1080 Granvia Valmonte, and back to work September 15.

Decorator Back in Palm Springs

One of the bright new shops opening in the Village this month is Arthur Elrod Ltd., which offers a complete home furnishing service for the Palm Springs area. Arthur Elrod, who returns to Palm Springs from San Francisco where he won fresh recognition for his decorating genius, is greeting old friends at 886 North Palm Canyon drive.



(Desert Sun Photo)
OFF TO MEXICO CITY — Roy Randolph and his bride, the former Anne McGill of Minneapolis, spent a few days in Palm Springs at La Fonda before leaving for Mexico, where they have leased a house in Cuernavaca for a year. They were married July 3 in Nevada.

Clubwomen to Hold Second Institute Fiesta Next Week

"Dream big, there is no challenge in a little dream" will theme the California Federation of Women's Clubs' second Institute-Fiesta to be held at the Idyllwild School of Arts September 13-16. Sponsored by the Riverside County Federation, a feature of the four-day parley will be an exhibit of creative arts under the co-chairmanship of Mary Jane Thornburgh and Cyria Henderson. Workshops on music, floral arrangements, art, drama and literature, and organization work will be held offering a variety of new ideas for the clubwomen.

The very fine program presents a lecture series on political government, party politics, polling and public opinion by Floyd L. Ruch, of the University of Southern California; "Tempting Club Luncheons and Dinners that are Non-Fattening", by Mrs. Dorothy Perry, home economist for Southern California Gas company; "Your Fall Hat is Here", by Babette, fashion editor of the Los Angeles Examiner; "Press and Club Reporting", by Norma Goodhue of the Los Angeles Times; and Randall Henderson, editor of "Desert Magazine", will speak on "Plan for Tomorrow."

Registration begins at 8 a.m. September 13. While there is a tuition fee for members, husbands may attend any of the meetings without charge.

A birthday party honoring Helen Emig, Dorothy Bryant, Hazel Mills, and Myrtle Bradley, was hosted by Mr. and Mrs. William Emig and Mr. and Mrs. Roy Rogers at Rancho Trailer park Sunday evening. Among the forty-five guests, gathering for cocktails and smorgasbord, were: Messrs. and Mrs. D. W. Wolfe, A. J. Bradley, Roy Liggett, W. Wesley Mills, J. Boyd Irvin, Fred H. Reagan, Russell M. Bryant, B. A. Turner, J. W. Wilson, Major and Mrs. Irwin C. Scott, Colonel and Mrs. Joseph Knizek, Messrs. and Mrs. Fred J. Schroeder, Duke Bleagard, Harry Garland, Kendall C. Schaffer, Frank Lever, Hector F. Wood, M. F. Felix, and Marjorie Greiner, Florence Boswell, Mori Scott, Eunice Beal.

Bill Anderson Back in Village

Bill Anderson, popular Village photographer, returned this week after spending the summer in the publicity department of the Hotel Statler in Los Angeles. Mrs. Anderson, who spent the summer months with her parents in Oregon, is due home tomorrow. They will open their Bernard Anderson studio on September 15.

First Son Born to Paul Paynes

Their fifth child, a boy, was born to Mr. and Mrs. Paul Payne of 657 Mountain View drive on August 26, at the beautiful Santa Anita hospital at Lake Arrowhead. The little boy, who was named Edward John, weighed seven pounds six ounces. He has four sisters, Paula, Patricia, Laura and Lucy.

Host Pre-Season Dinner Party on Sunday Evening

Mr. and Mrs. Tom Paul of Sherman Oaks and Palm Springs held their annual pre-season dinner party Sunday at Sun Gay apartments. Mr. and Mrs. Al Stutz were co-hosts at the roast beef dinner held poolside. Among the many guests were Mr. and Mrs. C. Dodson and the Sy Goldbergs of North Hollywood, Mr. and Mrs. Albert Malo of Van Nuys, and Mr. and Mrs. Walter Berquist of South Pasadena.

Bob Morris' Parents Accident Victims

Bob and Jean Morris returned from their vacation, spent deep sea fishing off Eureka, to learn that his parents had been seriously injured in a motor accident and are both hospitalized in Los Angeles.

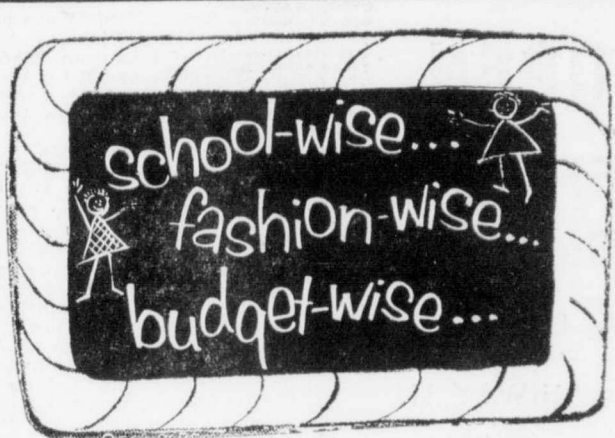
Mr. and Mrs. Henry F. Volke, who spent a month in La Jolla and another month in San Diego this summer, returned to Palm Springs to open their Desert House in time for Labor Day.

P.S. Graduate is Off to College

Dianne Weatherford, daughter of the Everett Weatherfords of San Lucas road, left Sunday for college. A member of the 1954 graduating class of Palm Springs Union High School Dianne graduated from Frances Stevens and was an honor student at Nellie Coffman Junior high school. She will take a course in dental hygiene at Riverside Junior College this year and transfer to the University of California at Berkeley for her sophomore year.

Villager Wins Swim Honors

Barbara White, Palm Springs high school senior and daughter of Lt.-Commander and Mrs. Victor White of 1055 San Jacinto Way, won honors at the 24th All-City Championship swimming meet August 21, at Colorado Lagoon in Long Beach. Barbara brought home a bronze medal for first place in the 100-yard backstroke, placed second in the free style and breast stroke race, and received the medal for most points in Class AA.



Our new jumpers or jeans worn with a McKem T Shirt are quite the thing.

P.S. Our Baby Department has a marvelous selection of new gifts.

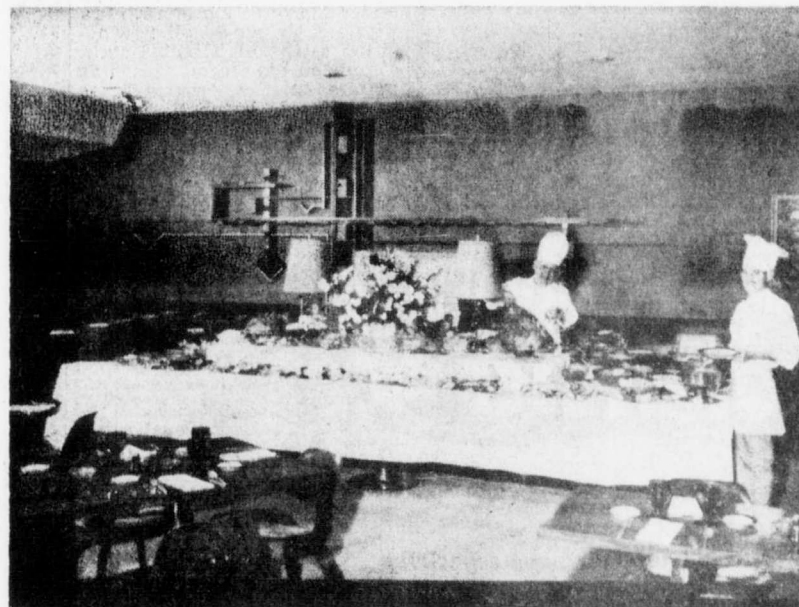
mary helen shop

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FRIDAY - SEPTEMBER 17



Again bringing to Palm Springs the finest Luncheons and Dinners at sensible prices

Luncheons from 95c

Dinners from 1.50



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SMORGASBORD

Highly Experienced Staff of Teachers
Swimming — Supervised Athletic Program
5th and 6th Grades added this year
Transportation Provided

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HARVARD, A.B., M.A.

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THE FINEST CUISINE OBTAINABLE PLUS LUXURY WITHOUT EXTRAVAGANCE



ToTe Bag Scoop!

SMART! NEW! WASHABLE!

white plastic calf or simulated white alligator, beautifully lined \$2.98
bags of a thousand uses
Also in black and red corduroy with contrasting felt trim.

Gold trimmed simulated rawhide. \$3.98

All have secret inside zip pocket

Gold tooled genuine leather Ladies Billfold with inside coin purse and identification card holders in red, black, navy.

While they last! \$1.39

Adrian's

134 S. Palm Canyon Drive

* plus 10% Federal tax

No additional charge for gift wrapping

Village Teachers Attended Schools, Traveled, Worked

Approximately two-thirds of the 90 teachers employed by the Palm Springs Unified School District spent at least part of their summer vacation in some type of professional improvement activity. Twenty-five teachers attended summer sessions at some university or college in the United States and Hawaii; five attended summer workshops; and four took independent study, or correspondence courses.

Seven teachers travelled extensively in the United States; two outside the United States. Eighteen teachers spent time in some significant experience, such as writing, working in factories, sales, photography and other types of work.

The largest number of teachers attended summer session at the University of Southern California. They were: Richard White, Dorothy Jean Hall, David Olson, Vernon Howeth, Helen Thompson and Seamus Nunan. Christian Collins, Mary Mitchell, Bradley Davis and Frances Holmes attended the summer session at the University of Redlands. Clara Alcorn attended

the University of Nevada; James Dunne the University of Arizona; and Myrtle McCoy the University of Washington.

Other California colleges and universities were well represented by Palm Springs teachers. Elda Murphy and Anne Donahue attended Long Beach State college. Robert Schnable attended San Jose State college, and William Manger attended San Diego State college.

Attendance at other colleges and universities in the United States and Hawaii was as follows: Dorothy Lange attended Kansas State college at Emporia, Kansas; Sam Micelli attended Claremont college; and Letha Cote the University of Hawaii.

Henry Greeley did individual study at Claremont college during the month of August; Paul Summit completed two correspondence courses in statistics and guidance; William Larson spent a great deal of time completing a thesis for his masters degree; and Helen Emery made a special study of juvenile psychology and read six books on the subject during the summer.

One or two summer workshops were attended by Mildred Hopp and Gladys O'Byrne at the University of Southern California; and William Mentzer attended a workshop in speech correction at the University of Illinois. Rachel Nommenson attended reading clinic at the University of Wisconsin. Madison, Wisconsin and Betty Jane Miller studied kindergarten education at Ohio State University.

Donald Cole attended a two week conference for teachers of mathematics at U.C.L.A. As president of the Rotary Club, Arthur G. Hoff attended a convention of Rotary International at Seattle, Washington, during the month of June. Eight thousand delegates from sixty-three different countries attended.

Angela Brennan made a trip to the Hawaiian Islands during the month of August; Lois Cook went to Mexico. Many teachers traveled extensively in the United States. Elizabeth Arnold included Panama and Puerto Rico in her travels as well as the eastern and southern part of the United States.

Louisa Sanborn spent several weeks traveling in the New England States and eastern part of Canada. Barbara Root saw the Canadian Rockies and other parts of Canada, and Myrtle McCoy traveled through a large part of the West. Eunice Crooke and Eileen Carey took a trip to northern California, which ex-



(Chamber of Commerce Photo)

PALM SPRINGS PAISANOS — Setting a new fashion for Village fun and sun days may be the paisano costumes worn here by Russ Wade, right, and newcomer Bill Tomberlin, the fantas- tically successful wildcat oil operator of Caspar, Wyoming, who is enthusiastic about Palm Springs, is buying a home and establishing residence here.

tended to Washington for Mrs. Carey.

A large number of Palm Springs educators had other interesting experiences and made contributions to literature. Irving Sussman wrote and sold an article entitled "Marc Chagall: Painter of the Crucifixion." This article will be published by The Bridge magazine in November. He also completed a novel on which he has been working for two years.

George L. Bond, superintendent of transportation, completed a movie script entitled "Parking is now taught in the Classroom." Progressive Pictures of Oakland will start production in September 1954. This will be a 16 mm. sound film and will show a complete classroom demonstration in parallel parking. Helen Peterson spent her summer working on a bulletin entitled "Guiding Children's Experiences in Kindergarten."

Alex Hammond taught at the Desert Sun School at Idyllwild during July and August. He also produced and directed the annual Desert Sun Minstrel Show at Idyllwild, and attended Workshop in Choral Materials under the direction of Dr. Lara Hoggard. George Scholl, new addition to the high school staff, completed his second season as umpire in the Arizona-Texas professional baseball league. Hanno Rysberg operated his summer resort in Northern Michigan.

Chester Sproule and Carolyn King had interesting experi-

ences in the business field. Sproule worked in the wood shop of a furniture manufacturing plant, and Carolyn King was private secretary and employment interviewer for the California Production Division of the Hawaiian Pineapple Company, Ltd.

Several teachers spent most of the summer carrying on recreation and summer school in Palm Springs. Jean Benedict taught summer school for four weeks during the month of June. Paul Summit, William Larson, Mary Hoover and Donald Dur- and directed summer recreation at the Frances S. Stevens and Cahulla schools. William Lar-

son was manager of the high school pool, assisted by Joseph Kanya and Vernon Howeth.

Joseph Kanya, principal of the Desert Hot Springs school, was married to Minna Wolfe of Desert Hot Springs and spent the latter part of the summer on their honeymoon.

Mr. and Mrs. Tommie Mocki- zuki and small son Michael have returned after a month's vacation in Tacoma and Seattle, where Tommie spent most of his time trout and salmon fishing.

Mrs. Nixon Spotlited at GOP Women's Convention

Mrs. Patricia Nixon, beautiful wife of Vice-President Richard M. Nixon, will share the spotlight with President Eisenhower when the eighth biennial convention of the National Federation of Republican Women is held in Los Angeles September 21-24.

Mrs. Nixon, who will fly west just for one day, will be honor guest at the opening luncheon Wednesday, September 22 at 1 p.m. in Shrine Hall while President Eisenhower's address in Hollywood Bowl the following night, September 23, closes the convention.

This is the announcement of Mrs. Gladys O'Donnell of Long

Beach who was unanimously confirmed last week as president of the California Federation of Republican Women following the resignation of Mrs. Jean Fuller of Los Angeles to become women's director of the Federal Civil Defense Administration.

Mrs. Nixon will head a list of honor guests at the opening luncheon with Republican Congresswomen, wives of Republican Congressmen sharing honors with Mrs. Goodwin J. Knight Mrs. William F. Knowland, and Mrs. Thomas H. Kuchel.

Women speakers on the first day's agenda include Honorable Elizabeth Farrington, Hawaiian delegate to Congress, and Congresswoman Marguerite Stitt Church of Illinois. At the banquet the first night, September 22, in Biltmore Bowl speakers will be Senator Everett Dirksen of Illinois and Congressman Richard M. Simpson of Pennsylvania.

Mrs. Marian White, president of the Palm Springs Republican Women's Club, will be unable to attend the convention as she will be in Washington D.C. at that time. Mrs. Gladys Follansbee will attend as the Palm Springs delegate.

Mrs. White will fly back in time for the first meeting of the club, scheduled for October 21, in time to assist in the campaign work for the November election.

Riding Club Plans Juke Box Dance

A juke box benefit dance for members and friends is being planned by the Thousand Palms Riding Club, president Mrs. Dave Henderson announced this week.

The dance will be held September 18 at the Desert Moon Guest Ranch at Thousand Palms.

Mr. and Mrs. Robert C. Morrison Jr. and their three children who have spent the summer at Idyllwild with Mrs. Morrison's grandmother Mrs. Agnes Heaton, have returned to their home on Sunny Dunes. The Morrisons recently spent a week in La Jolla at the beach and Tennis Club with Mr. and Mrs. John Wood.

Katherine Finchy is back from San Francisco, where she spent a week visiting Isabelle Gilbert. Formerly Riverside County school supervisor she is now with Harr-Wagner publishing company. Miss Finchy divided the rest of her summer between Palm Springs and Lake Arrowhead.

Mrs. Margaret McWaters of 475 Valmonte del Sur, who had just returned from spending the summer months in Laguna, left this week for Portland to attend the wedding of her granddaughter Maryann McWaters. She expects to return here around October 1.

City Attorney and Mrs. Jerry Bunker and their two boys Johnny and Jimmy returned this past week from a two and a half week vacation, split three ways between Lake Arrowhead, Oceanside and Los Angeles.

City Manager and Mrs. R. W. Peterson will return to the Village the first of next week after vacationing at Lake Arrowhead.

Mrs. Ellen White, who underwent major surgery last week, is reported convalescing nicely at Desert hospital.

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Arthur Elrod, Ltd.

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Phone 2824

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Good gardening and especially good desert gardening, begins with the right kind of seeds, plants and supplies... tried and tested plant foods and soil conditioners, work easing tools.

NOW

IS THE TIME TO ORDER YOUR Fall Plants and Trees

Why not take advantage of our 47 years of Desert Planting experience whether we do the planting or you do.

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FOLLOW OUR MAP TO YOUR DREAM VACATION

Open your Vacation Account NOW. Add to your savings regularly. Receive generous earnings. Plan and HAVE that pre-paid vacation!

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TV SETS AS LOW AS **\$129.95**

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See Us Before You Buy! YOU'LL SAVE DOLLARS

PALM SPRINGS MUSIC CO

360 NORTH PALM CANYON DRIVE TELEPHONE 2066 or 6122

(Continued from page 1b)

Around Town

Colorado this summer, fishing around Black Hole . . . and saw a lot of Palm Springs friends, including Milt and Harold Hicks and Ray Kelley, at Colorado Springs . . .

Franklyn B. and Lillian MacCarthy are back in Los Angeles after two months in the east . . . They were in New York and Washington D.C., where Franklyn attended to some legal business . . . and then after picking up a new car at Flint, Michigan . . . motored to Miami and Palm Beach . . . coming home by way of Mississippi, Texas and Arizona . . . Look for them down here before too long . . .

Sam and Bev Taylor, both slimmed down and looking great after their summer in Colorado, Oregon and Balboa . . . are still unpacking . . . Bev said they went to the races at Del Mar and saw Helen Kenaston's horse Riparius win his race . . . Riparius is a half brother of Danee and should do as well . . . Besides the Kenastons, Helen and Jack, the Taylors saw the J. Ross Clarkes and the Ralph Singers at the races . . .

Honeymooning up north, following their wedding Sunday, are Paul Trousdale and his bride the former Jeanne Cameron . . . They are scheduled to fly to Honolulu on September 18 and sail on the SS President Cleveland for a world cruise, a week later . . . They are due back at their Bel-Air home or down here in late November . . .

Helen Lloyd spent six weeks in the Valley of the Moon . . . where she visited Dr. and Mrs. Cecil Saunders, who own an 18-hole championship golf course . . . Helen has rented her Hermosa Place house for the season to the Halls of Santa Fe, New Mexico . . . and may go to Mexico City in December to spend the Christmas holidays . . .

With Harold Murphy opening a real estate office here, he and Florence have spent the summer in the Village . . . having a quiet time after their world cruise . . . That is, it was quiet, until a little over a week ago, when Florence was rushed to Desert hospital for an emergency appendectomy . . . She is home now recuperating . . .

Vahan and Mary Lou Alchian's baby daughter, who arrived prematurely on July 27, is in an incubator in St. Mary's hospital in San Francisco . . . adding poundage so she can join her parents and big sister Sherry in Palm Springs . . .

Missionary Work

Ray Corliss, who did missionary work this summer carrying the word about Palm Springs to the far places, was the subject of a mid-August broadcast . . . on Jim Grady's "This is San Francisco" program over KCBS . . . They haven't forgotten Ray around the Bay . . . where he was a reporter on the Chronicle . . . and later public relations man for the Ford Company for the 11 western states . . . but the broadcast told about the publicity job he is doing for Palm Springs . . . Incidentally, this is the fourth broadcast Jim Grady has featured the Village . . . using material sent him by Leslie Harris, writer and public relations man, who has built up a lot of enthusiasm about the desert . . . during the year he's been with us . . .

Mrs. Joseph Diccio (Maxine St. Clair) arrived Sunday from New York to join her husband and daughter Tippy, who preceded her by two weeks. The Diccios are associated with Desert Interiors.

The Jack Silvermans of 720 Camino Real, came back from Long Beach last week. They will be here until November when they plan to spend three weeks in Hawaii.

Eleanor Hall and her daughters Sally, Melissa and Cindy, of 1316 Alameda, returned home this week after spending the summer months visiting relatives at Pawtucket, Rhode Island.



(Chamber of Commerce Photo)

NEW VILLAGERS — Among interesting newcomers to the Village, the family of Chamber of Commerce Secretary Xavier Lucius arrived the last of August and established residence at 1375 San Jacinto Way. Adapting readily to the Palm Springs way of life, they are pictured in the Desert Inn swimming pool. Mrs. Lucius, (her name is Mildred) on right, the two younger boys are Mark X and Martin X, and the older one is Emil.

Dorothy Fanning and her mother and brother Kenneth have returned from an auto trip that took them to Reno, the Feather River highway, Sacramento, San Jose and home down the coast.

Barney Bourne (Desert Inn barber shop) and family returned Sunday to their home at 654 Camino Real, after a three months vacation at Balboa Island.

PTA Conference Set for Nov. 13 at County Seat

Parent-Teacher Association leaders from throughout Riverside county will consider the subject, "How Children Learn" at the second annual PTA Study Conference November 13 at the University Heights Junior high school in Riverside.

Each of 15 conference sections

will deal with a study of how individuals learn at a given grade level. Learning in every grade level from kindergarten through secondary school will be scrutinized.

Headline speaker for the occasion will be Conrad Wedberg, a state department of education consultant. Consultants from the county superintendent of schools office will serve in the various grade level conference sections. A tour of the University of California at Riverside will conclude the day's activities.

Double Protection Against RUST
yours with the **NEW RUUD Saniglas**
WATER HEATER
• 2 walls of glass
• No rust ever
• 10-year guarantee

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864 BROADWAY
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A complete stock of beautiful fresh house plants

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Finance Clearing of Beverly Hills
Pays Interest Monthly on all loans made to them

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YOU WILL ENJOY THESE ADVANTAGES:

- Your loan to us will pay interest by the tenth of each month.
- Your loan to us is backed by 50% in cash (lawful money of the United States) and 75% in collateral—for a total of 125%.
- Loans to us are from \$100.00 to \$50,000.00.
- All loans, plus interest earned, paid immediately upon presentation of note. By mail or in person.

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Palm Springs Office — 123 East Andreas Road
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INDIO OFFICE 45-087 Jackson St. Lewis Bldg. Phone 7-3864	BAKERSFIELD OFFICE 1603 California Ave. Mack Bldg. Phone FA 4-9666	BEVERLY HILLS OFFICE 260 S. Beverly Dr. Phone BR 2-7945
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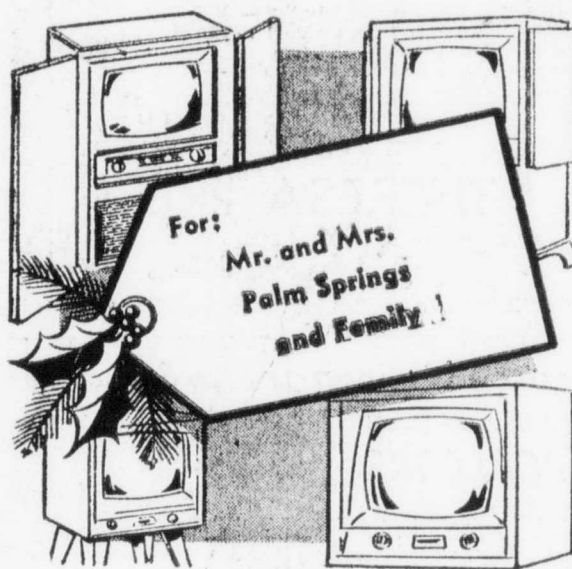
WHEN YOU NEED MONEY . . .

PERSONAL Loans

CITIZENS NATIONAL BANK

OFFICES IN CATHEDRAL CITY AND PALM SPRINGS

CHRISTMAS IN SEPTEMBER!



FOR AS LOW AS \$ **25** Down

All in One Package

PALM SPRINGS COMMUNITY TELEVISION

Offers you

1. The TV Cable in your home
2. A 1955 Famous Name TV Set
3. As long as 18 months to pay

Furthermore

Palm Springs Community Television will service your set during and after the guarantee period — on a 24 hour basis AND . . . you'll never be without a TV set in your home during shop repairs to your own set. We will furnish one during interim.

ACT NOW

GET YOUR TV INSTALLATION AND TV SET TODAY BEFORE THE WINTER SEASON RUSH

ENJOY CHANNELS 2, 4, 5 and 9 — AND in time for the football season the addition of CHANNEL 7.

Palm Springs Community Television

192 SOUTH INDIAN AVENUE

PALM SPRINGS

TELEPHONE 2882

HAL WALTZ, Gen. Mgr.

FIND YOUR DREAM HOME IN THE DESERT AMONG THE WIDE VARIETY OF LISTINGS ON THESE PAGES

The Desert Sun—4b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 9, 1954

Classified ...Ads...

The Desert Sun
and PALM SPRINGS NEWS
Published every
MONDAY and THURSDAY
(Except June, July and August, when
published Thursdays only)

PHONE 2249
Box 190, Palm Springs, Calif.

RATES
(Minimum ad, 3 lines—count 24
letters and spaces to a line)
1 time, per line 75c
(Min. 2.25—1.50 cash in adv.)
Per 1 Week 2 Weeks 1 Month
Line (2 TIMES) (4 TIMES) (9 TIMES)
1.00 1.25 2.25

● Ads ordered for more than one time
must run in consecutive issues to earn
above rates, otherwise single insertion
rate will be charged for each time run.
● Save by ordering your ad run 4 or 9
times—if cancelled before completion,
you will be charged at nearest rate
applicable for times run and get a
REFUND for the difference.
● This newspaper cannot be responsible
for more than one incorrect insertion;
please notify us promptly of any error
in your ad.
● DEADLINES—for new copy or cancell-
ations:
MONDAY ISSUE—5 P.M. FRIDAY
THURSDAY ISSUE—5 P.M. TUESDAY
● ADDRESS all communications to: The
Desert Sun, P.O. Box 190, Palm
Springs, California.

Travel & Transp. 5

DRIVING to Omaha, Friday,
September 10. Take 2 riders,
share expenses. Phone 9051.

Personals 12

ALCOHOLICS Anonymous, Air-
port, 8:30 Wednesday nights.
Phone 2701.

Service Miscellaneous 15

Palm Springs Engineering Co.

Machine Shop

Model Development,
Gears, Key Ways,
Die Making
General Precision
Machine Work
375 Sunny Dunes Road
Telephone 5411

ELECTRIC MOTORS

REPAIRED
Rebuilt - Rewound
Room-truck service for large
motors. FAST SERVICE ON
PUMP MOTORS.
REED'S REWIND
Highway 99, Coachella
Phone 8-3031

TUTORING

college preparatory
coaching by qualified high
school teacher with Califor-
nia credentials. At your home.
Write: Desert Sun, Box 190
File HX.

SALES AND SERVICE for Hoover

Vacuum Cleaners, Alumin-
um and Canvas Umbrellas.
PAVNY'S, 1001 S. Palm
Canyon Drive. Phone 7342.

ADD A ROOM

Commercial or Residential.
Carpenter Supervision
Call 7691 - Nites 5862

TREE SERVICE

INSURED
Trimming-topping removal
L. R. Wehrle, P.O. Box 851
Cathedral City - 8-4461 or 2701

RUTH AND WALTER, formerly

of Shear's & Tear's, now at
Ezma's Beauty Studio. Phone
4673.

DESERT Furniture refinishing,

factory finish guaranteed.
Phone P.S. 8-5515.

COMPETENT painter available.

Furniture spraying.
Mr. Painter, Phone 9031.

Situations Wanted 25

EXPERIENCED
Man and wife thoroughly ex-
perienced and reliable want
position as manager of apart-
ments or hotel for coming
season. Can furnish excellent
references. At present man-
aging AAA Motel in Palm
Springs. Will be available
around September 25. Call
2941.

DESIRE position general main-

tenance, seasonal, knowledge
of grounds upkeep fair, of
electrical, mechanical and
structural upkeep good, of
refrigeration and air cooling
upkeep excellent. Contact
Chas. Haven, 33175 Date Palm
Drive on weekends or write
3925 Illinois St., San Diego 4,
California

FEDERAL administrator officer

and wife, retiring September
15, want large hotel to man-
age. Experienced, good
health, character references.
Southern California preferred.
Write 1141 Tremaine Ave.,
Los Angeles, Phone Webster
31841.

MIDDLE AGED man, wife and

daughter would like position
as manager of apartment or
hotel in Palm Springs area for
coming season. Best refer-
ences. Write Desert Sun, Box
190, File F-12, Palm Springs.

COUPLE would like to manage

motel. Experienced, reliable,
best references. Write 11986
Redbank St., Sun Valley, Cal.
or call Roger 72825.

LOVING CARE for your child

while you work. Swings and
fenced in yard. Phone 7071.

RETIRED practical nurse, child

care by day. Ph. 7924.

Situations Wanted 25

WIDOW, experienced, capable,
refined. Wants management
of court, apartments or hotel
desk clerk. 744 Wave Crest Ct.,
San Diego, Calif.

EXPERIENCED governess, or

companion to elderly person
(or couple). Can drive and
nurse. References. Write Des-
ert Sun, Box 190, File H6.

PAINTING, decorating, paper

hanging. Very reasonable.
Free estimates. Ph. 5850 even-
ings.

PAINTER, Interior and exterior

Free estimates. Reasonable.
Immediate service. Ph. 7905.

LICENSED beauty operator.

Part time only. Write Desert
Sun, Box 190, File G-9.

LIGHT housework or compa-

nion to elderly lady. Phone
Riverside 11095M.

LADY WILL care for children,

day, week or month. Ph. 7061.

Help Wanted 27

EMPLOYMENT
SERVICE AGENCY
POSITIONS AVAILABLE FOR
HOTEL, RESTAURANT
OFFICE, DOMESTIC HELP
RUTH SOUGEY
135 E. Andreas Road
Phone 2901 Phone 2556

EMPLOYMENT

SERVICE AGENCY
OPEN
Hours 9-1
135 E. Andreas Rd. Ph. 2901

Real Estate salesman or broker,

full time.
RALPH WEINSTEIN
256 1/2 S. Palm Canyon Dr.
Phone 2884

FOUNTAIN girls, part time,

evenings only. Apply in per-
son at Sunair Drive-in thea-
ter.

THEATER USHER, part time,

evening only. Over 16 years
old. Apply Sunair Drive-in
Theater.

WANTED reliable colored

couple to take care of helps
quarters, good salary and
apartment. Phone 7391.

RETAIL clerk, male. Experience

in men's wear and shoes pre-
ferred. Write in full to Desert
Sun, Box 190, File H-2.

Active real estate salesman,

Local Experience.
AMY NELSON
2277 N. Palm Canyon Ph. 4627

DWYER'S BUSINESS SERVICE

EMPLOYMENT AGENCY
256 S. Palm Canyon - Ph. 7691

NEED yard leveled and lawn

planted. Call 3411 and give
charges.

AUTOMOBILE salesman want-

ed. Apply Beebe DeSoto-Ply-
mouth, 682 S. Palm Canyon.

LIGHT housework and baby sit-

ter. Room and board plus sal-
ary. Call 8-5094 after 6.

WANTED experienced nursery

help. Phone Indio 7-3749 or
7-2284.

Bus. Opportunities 29

DEALERSHIP available for des-
ert area Belton Hearing Aid
Co. Leads produced by the in-
dustry's biggest advertising
campaign including Gabriel
Heater and Paul Harvey
many leads we need local
broadcasts producing so
coverage. Car essential. Out-
standing opportunity for im-
mediate profits. Good future.
Investment of \$750 required.
Secured by merchandise.
Write or phone Mr. Fessen-
der, 3539 8th St., Riverside,
California 4621.

FOR SALE on account of ill-

ness, completely equipped
restaurant and bar in down-
town Reno. Clear. Price \$30,-
000 plus liquor inventory.
Write Box 156, Cabazon.

PALM CANYON Drive hotel for

lease or trade.
Phone 9053

Business & Financial 30

FIRST T. D.'S WANTED
Palm Valley Realty Co.
Box 99 Palm Springs 8-3481
Wonder Palms Rd. & Hwy 111

HAVE \$25,000 at 6% to lend on

good first trust deed. Ph. 2360.

Lots & Acreage 33

2 HILLTOP LOTS to trade for
late model Cadillac, Lincoln,
Packard. Owner, Ph. 7127.

For Sale or Exchange 34

FOR SALE OR TRADE
EXCELLENTLY built house in
Banning's north end residen-
tial section, with view of
mountains and desert. 2 bed-
rooms, large living room with
fireplace, dining room, hard-
wood floors, steel casements,
furnace, tile in kitchen and
bath. Cement-floored patio.
Large lot, well landscaped,
with dichondra lawn. This
very livable house would be
a good investment as a home
or as rental property. It's for
sale below its appraised val-
ue at 14,500 or will trade for
Palm Springs home. Write
Desert Sun, Box 190, File HX.

9 DELUXE units, 4 with kit-

chens, large heated and pro-
tected pool, 1/2 mile from
Thunderbird, 2 miles to race
track site, duplex or triplex
as part trade. Courtesy to
brokers. Box 537, Rancho Mir-
age, Palm Springs 8-3238.

WILL TRADE my 1953 Spartan

40 foot, 2 bedroom trailer for
a house, or will sell outright.
George Scholl, Ramon Trail-
er Park, 8th St. Phone 2612.

Real Estate — For Sale 35

THERESA PRESS

THESE PROPERTIES ARE PRICED TO SELL

SIX YEARS OLD. 3 bedroom home, walled, good location, close

to schools and churches, unfurnished. Price \$11,500.

ANOTHER 3 BEDROOM, 2 bath home, needs paint and yard

work. Location good. Convenient to schools and churches.
Good terms. \$11,500.

WANT A HOME with a pool? We have a 3 bedroom, 2 bath home,

large pool, fenced, landscaped. Close to schools and churches.
\$17,500.

HOME WITH AN INCOME. Main house, 2 bedrooms carpeted and

draped, otherwise unfurnished. Guest house, furnished, gar-
age and carport. Beautiful pool, completely walled and land-
scaped. \$25,000.

LOVELY 2 BEDROOM, 2 bath home carpeted and draped. Living

room with stove, fireplace, separate dining room, also a
dinettes. Lot completely walled and landscaped, magnificent
view of mountains. Deep Well location. \$22,500.

INCOME

Triplex, close in — \$19,500.
Duplex, walking distance to stores.

RENTALS

Furnished — 3 bedrooms, 2 baths — \$150.
Furnished — 3 bedrooms, October 1 — \$125.
Bungalow, 1 bedroom — \$85.
Unfurnished — 2 bedrooms, carpeted — \$125.

See us for your building needs

Plans available at our office.

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420 South Indian Ave. Phone 5282 or 5691

George Gannon

AND ASSOCIATES
REALTORS
711 N. Palm Canyon Dr.
PHONE 2772

Talk to

George Gannon
and Associates

DESERT GEM

2 bedroom, 1 bath, close in,
compact and comfortable,
lots of glass, steel sash.
"Modern as tomorrow"
Full price \$10,250—Terms.

ON 120 FOOT LOT

NEW QUALITY DELUXE HOME.
Two bedrooms two baths. Fur-
nish and vented air cooling.
Wall to wall carpets and
beautiful drapery. Will not
last long for only \$18,500.

FAMILY HOME

CLOSE IN EXCLUSIVE
NEIGHBORHOOD
Three bedrooms, maid's room,
and guest house. Completely
furnished. Large swimming
pool. Walled and land-
scaped. Owner must sell. See
this lovely home today.

A few well located lots, over

10,000 square feet. Price only
\$2250.

WE have many other good in-

come properties in all price
ranges. Come in and let's talk
it over.

Peter B. Sheptenko

REALTOR
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THE PIONEER REALTY CO.

OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2736

OPEN EVERY SUMMER

FOR OVER NINETEEN YEARS
ASSOCIATE BROKERS
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PALM SPRINGS FOR CLIMATE

HAROLD HICKS

FOR
REAL ESTATE
For Over 30 Years

A HOME PLUS INCOME

Modern triplex having 3 one-
bedroom apartments. Close in
location. Completely furnis-
hed. Good terms. Live in one
rent two. All for:
\$23,500

CHARMING one bedroom home

in Tahquitz River Estates.
Complete kitchen, dining
area, living room with fire-
place. Furniture included.
\$13,000

A VERY SPECIAL offering in

the South Tahquitz River Es-
tates. 3 bedrooms, 2 baths, 2
car garage, heated and filter-
ed pool. Completely and
beautifully furnished. Fenced
and landscaped lot. Reason-
able terms available.
\$32,500

IF IT'S FOR RENT OR

IF IT'S FOR SALE...
HAROLD HICKS HAS IT

HAROLD HICKS

REALTOR
813 North Palm Canyon Drive
Phone 2736

AND ASSOCIATES

Mildred Jackson - Ray Baur
Burnham Bigelow-Ken Herman

BEST BUYS

Restaurant — \$15,000
Medical Bldg., Penthouse
Apartments — \$110,000
6 Apt. court-pool — \$48,500
Handsome Furnished Home
Southside — \$12,600

FRANK MILLER

Mildred Potter
428 No. Palm Canyon Drive
Ph. 2929 or 6556 or 3364

WRIGHT and MATHEWS gone

'til Labor Day. Summer ad-
dresses are on door of office.
Either of them will return on
10 hours notice for business.

Real Estate—For Sale 35

Culver Nichols

REALTOR
22 Years at this Location
861 N. Palm Canyon Dr.
Phone 2182

\$11,500. DOLLAR FOR DOLLAR

nothing to compare. Com-
pletely furnished, 3 bedrooms,
2 baths, fireplace, steel cas-
ement windows, lot 100x102.
Terms.

\$2500 down. New spacious 2

bedroom home, beautiful
close in area near grade
school and park.
Only \$13,900.

\$2000 down. Fine large luxury

type home, exclusive area,
walled 120' lot, 3 bedrooms,
2 baths, car garage, now \$20,-
000.

FOR THE BIG FAMILY: 4 bed-

rooms, 2 baths, landscaped
and fenced to perfection, near
schools, small down, full
price \$13,900.

LAS PALMAS ESTATES. Ram-

bling new 3 bedroom, 3 bath
home COMPLETELY FUR-
NISHED with south patio and
all the extras. ONLY \$35,000.

15 UNITS. POOL, ideal location.

Steady year around income.
Priced at \$90,000. An excep-
tional buy.

R-1 LOT, beautiful 100' \$1500.

BUSINESS lot on Palm Canyon
\$5,000.
RENTALS: \$100 and up.
ACREAGE in and out of city.

Culver Nichols

and ASSOCIATES
Al E. Hoover-John Bernet
Jane Colgan
Phone 2182
861 N. Palm Canyon Drive

NEW 2 bedroom home. Tiled

kitchen. 1 1/2 baths. Lot 100x-
102. \$12,500 - \$2500 down.

3 BEDROOMS, 2 baths, separate

double garage, wall to wall
carpet, fireplace, blinds and
drapes, lot 100x102. Fruit
trees and shrubs galore. \$13,-
500 - \$2500 down.

4 FURNISHED apartments and

pool, room for more. Reduced
to \$33,500. Terms.

LOTS \$1250 up.

Many fine listings. Homes, ho-
tels, apartments and lots to
show.
SE US BEFORE BUYING

AMY NELSON

REAL ESTATE
and associates
2277 N. Palm Canyon Ph. 4627

Store for rent. Best location on

Palm Canyon drive, plenty of
foot traffic.

8 units and swimming pool

with excellent returns.
\$68,500

James Hammond

REALTOR
875 N. Palm Canyon Drive
Phone 5373

Associate

Esther P. Hammond
Eve Morgan Lisa Jones

Terry Ray



BANK MANAGER — Orvil Zappe, named manager of Citizens National bank office at Cathedral City.

Orvil T. Zappe Bank Manager at Cathedral City

Elden Smith, president of Citizens National Trust and Savings Bank of Riverside, this week announced appointment of Orvil F. Zappe, assistant cashier, to the position of manager of the bank's Cathedral City office.

The new Cathedral City manager has been associated with Citizens Bank for the past fifteen years. A Riverside county resident since 1927, Zappe joined the bank's staff in 1939 as a messenger, directly following the completion of his schooling.

Since that time he has progressed in the traditional manner through all positions to that of loan officer, serving for the past three years in that capacity at the Magnolia Center office in Riverside. Zappe was elected assistant cashier by the bank's board of directors in May, 1952.

From 1942 to 1946 he served with the United States Army.

With Mrs. Zappe and their three sons, the new branch manager will soon make his permanent home in Cathedral City.

AUTO SMACKS FENCE

Hit-and-run property damage of \$100 to a fence in front of the Sandcomer hotel, 1591 North Indian avenue, was reported to police Saturday morning by Walter Freund.

TODAY'S USED CAR

SPOTLIGHT
YOUR BUICK &
GMC TRUCK
DEALER



**SAVE
\$500.00**

NEW 1954 BUICK

4 Door Sedan
Desert Inn Garage
Demonstrator

1951 BUICK
Roadmaster sedan 72R.
Very low mileage.
Clean throughout.

1950 BUICK
Station Wagon. Like new.
One owner. Low mileage.

1947 HUDSON
2 door sedan.
Excellent transportation.
\$265.00

1947 BUICK
Super Sedan.
Very clean.
Only
\$295.00

*Reputation
Tradition
Count in
Used Car prices*

Desert Inn Garage

193 N. Palm Canyon
PHONE 4001
Palm Springs
FACTORY DELIVERY
SAVE \$372.00!



Everything for "your needs" in our
NEW STORE OF TODAY!

GROCERY THRIFT BUYS!

BEST FOODS		
MAYONNAISE	QUART JAR	67¢
SUNRIPE		
JUMBO OLIVES	NO. 1 TALL TIN	25¢
OCEAN SPRAY		
CRANBERRY SAUCE		21¢
APPLE TIME		
APPLE SAUCE	15 1/2-oz. TIN	2 for 29¢
PILLSBURY'S		
PIE CRUST MIX	2 BOXES FOR	29¢
GLORIETTA		
TOMATO JUICE	GIANT 46-oz.	27¢
PRINCELLA YAMS	1-LB. TIN	19¢
NABISCO		
Snowflake CRACKERS	1-LB.	25¢
SUNMAID RAISINS	6 Individual Boxes For	19¢
BETTY CROCKER		
SUGAR JETS CEREAL	10-OZ.	22¢
HUNT'S		
SOLID PACK TOMATOES	1-LB., 12-OZ.	23¢
BEELAND		
NATURAL HONEY	5-LB. TIN	98¢
S & W		
Vegetable Juice COCKTAIL	GIANT 46-OZ.	39¢
TARGET NAPKINS	2 PKGS. FOR	19¢
TASTEWELL MARGARINE	1-LB.	21¢
Challenge AA BUTTER	1-LB.	69¢
HERSHEY'S		
CHOCOLATE SYRUP	1-LB.	19¢
SKIPPY DOG FOOD	15-oz. 3 for	25¢
GIANT TIDE	PKG.	69¢

FAMOUS FRIEDA SCHROEDER CAKES

Always in Stock

Lemon Coconut, 6 layer Chocolate, Apricot, All Milk Chocolate, Angel Food, Burnt Sugar, Mocha and many others

Finest Quality Obtainable

FARM FRESH PRODUCE

KENTUCKY BEANS	12¢ lb
FRESH CORN	PER EAR 5¢
YAMS	11¢ lb
RIO OSA PEACHES	10¢ lb
Ice Cold Watermelon	3¢ lb

Above Specials for Thursday, Friday, Saturday and Sunday
September 9 - 10 - 11 - 12



WE BUY RIGHT WE SELL RIGHT

This market is a member of Certified Grocers of Calif., Ltd.—one of the World's Largest Buying Groups.



VILLAGE MARKET
invites you to see the photos of
The RHEINGOLD GIRLS
and to cast your vote in the
Village Market's Ballot Box for
"Miss Rheingold of 1954"

VILLAGE MARKET

invites you to visit the

Most Modern & Complete Meat Department
in the Desert Area!

MEAT BUYS

	U. S. CHOICE	
<i>Lamb</i>	LAMB LEGS	59¢ lb
	SMALL LOIN	
	LAMB CHOPS	98¢ lb
	LARGE LOIN	
	LAMB CHOPS	75¢ lb
<i>Beef</i>	MANNING'S	
	LEAN	
	GROUND BEEF	39¢ lb
TURKEYS	Gov't Grade A—10 to 14 lbs.	
	HEN TURKEYS	49¢ lb
FRESH FISH	SWORDFISH	
	STEAKS	72¢ lb
<i>Picnic Hams</i>	Morrell's	
	Pride	39¢ lb
HOFFMAN	ALL MEAT WEINERS	41¢ lb

Delicatessen Specials!	Salads in Plastic Containers
ALL BEEF MIDGET	POTATO
SALAMI lb. 45c	COLE SLAW
JACK CHEESE lb. 43c	MACARONI
LONGHORN CHEESE lb. 43c	FRUIT SALAD
	25¢

SLICED BACON

55 c lb

Morrell YORKSHIRE or Rath KORNLAND



GOLDEN

FREEZE

(Imitation)

ICE CREAM

Strawberry — Chocolate
Vanilla

1/2 Gallon 55c

FROZEN FOODS SPECIALS!

KERMIN FROZEN PIES

ALL CHICKEN
BEEF
TURKEY **25¢**

Rupert's Frozen Ocean Perch Fillets	1-lb. pkg. 39¢
Fair Acres French Cut String Beans	8-oz. pkg. 12¢
Treesweet or Cal Fame Orange Juice	2 for 33¢ 6-OZ.

Weekdays:
9:00 A.M. to
8:00 P.M.

Sundays:
9:00 A.M. to
6:00 P.M.

ALL ADVERTISED ITEMS SUBJECT TO STOCK ON HAND



VILLAGE MARKET

441 So. Palm Canyon Drive

Phone 7932 or 9055